

SAM CALDWELL

Digital Marketing Portfolio

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Introduction

I tell stories that connect people to brands, to causes, and to each other.

Hello, I'm Sam Caldwell!

I'm a Tacoma-based marketing and communications professional who builds campaigns that unite communities and spark engagement. I've spent my career helping nonprofits, universities, and mission-driven organizations strengthen their brands, deepen community engagement, and bring their values to life through authentic communication.



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Brand Storytelling & Campaigns

1. Eastside Pathways – Brand Refresh & Engagement Campaign

- Directed a full brand transformation aligning visuals and messaging with organizational values.
- Launched storytelling campaigns amplifying local voices and community impact.
- Results: 35% increase in engagement and stronger partner recognition.
- Visuals: Before/after logos, campaign graphics, testimonial quote.

2. Wellness Initiative – Branding for a Nonprofit Program

- Designed brand identity and tone for a community wellness program.
- Created logo suite, color system, and launch campaign.

MAIN LOGO



HORIZONTAL

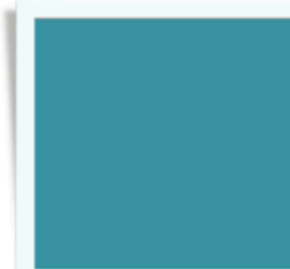


COLOR PALETTE

Main



#00591c



#3695a2

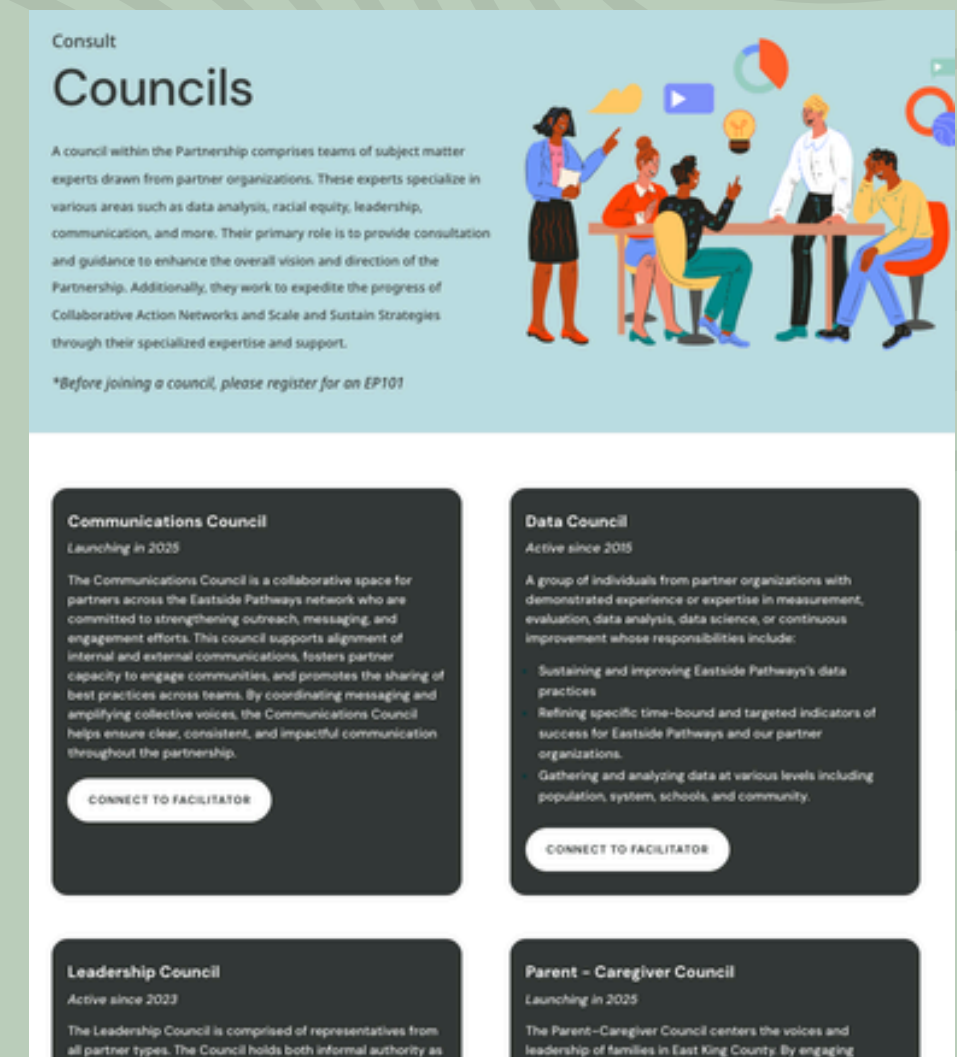
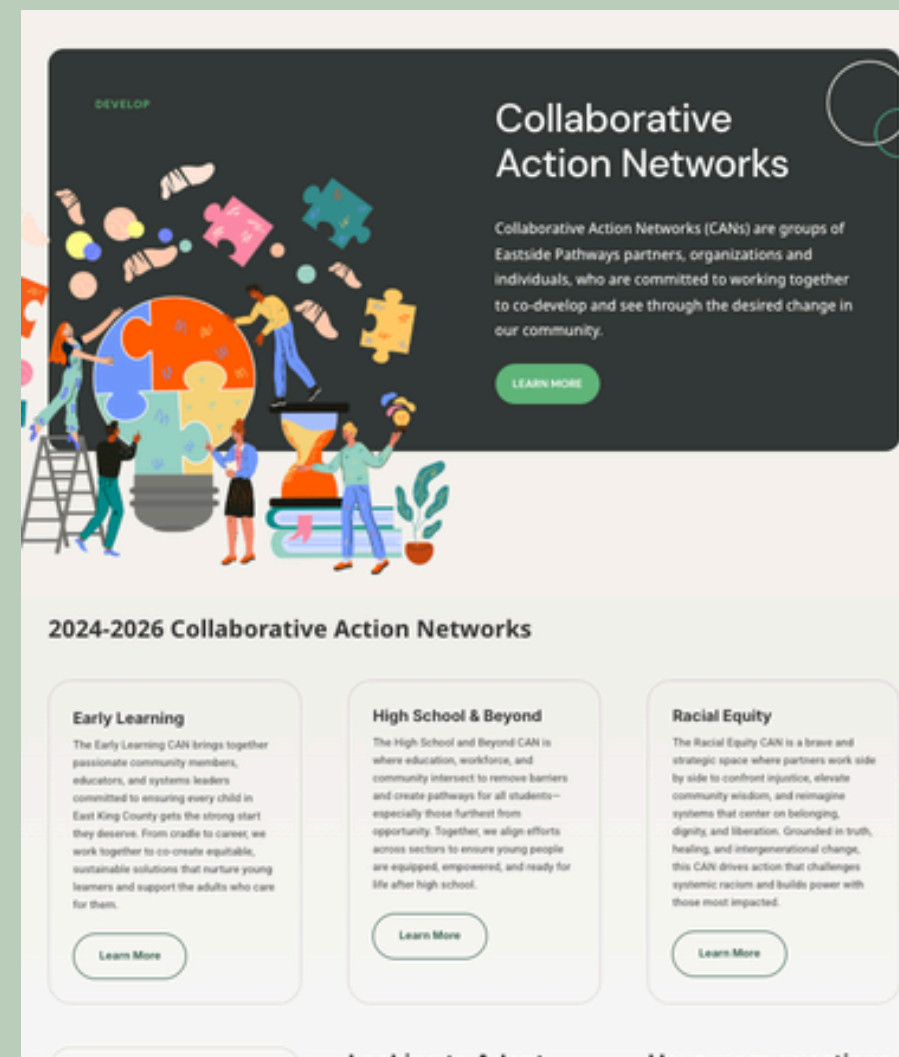


#035a7c

Web Development & Digital Experience

1. Higher Education Microsite Launch
 - a. Oversaw strategy and design for a student e-learning hub.
 - b. Collaborated with developers to ensure accessibility and brand alignment.
 - c. Improved navigation and engagement metrics within first 3 months.
2. Nonprofit Website Redesign (WordPress)
 - a. Managed full site audit, content migration, and SEO optimization.
 - b. Developed new donor landing page with 22% conversion improvement.

○



E-Learning & Educational Campaigns

1. Digital Course Branding for University Program
 - a. Developed visual and content framework for online learning modules.
 - b. Streamlined brand consistency across 12 courses.
 - c. Visuals: Course graphics, slide templates, and engagement analytics.
2. Community Training Initiative
 - a. Created multi-format learning content (PDF guides, webinars, video intros).
 - b. Increased participation by 30% through engaging storytelling and visuals.



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3WAYS
TO PROPERLY MARKET TOWARDS THE HISPANIC CONSUMER ONLINE

Language barriers are difficult to deal with. Here are some steps that you, as a marketer, can take to ensure a successful interpretation of your content when switching from its original language.

1 Tailor your content to your audience.

As you change the material you had developed when you initially created the content, keep in mind the cultural differences of your first target audience compared to your second.

2 Don't just translate...

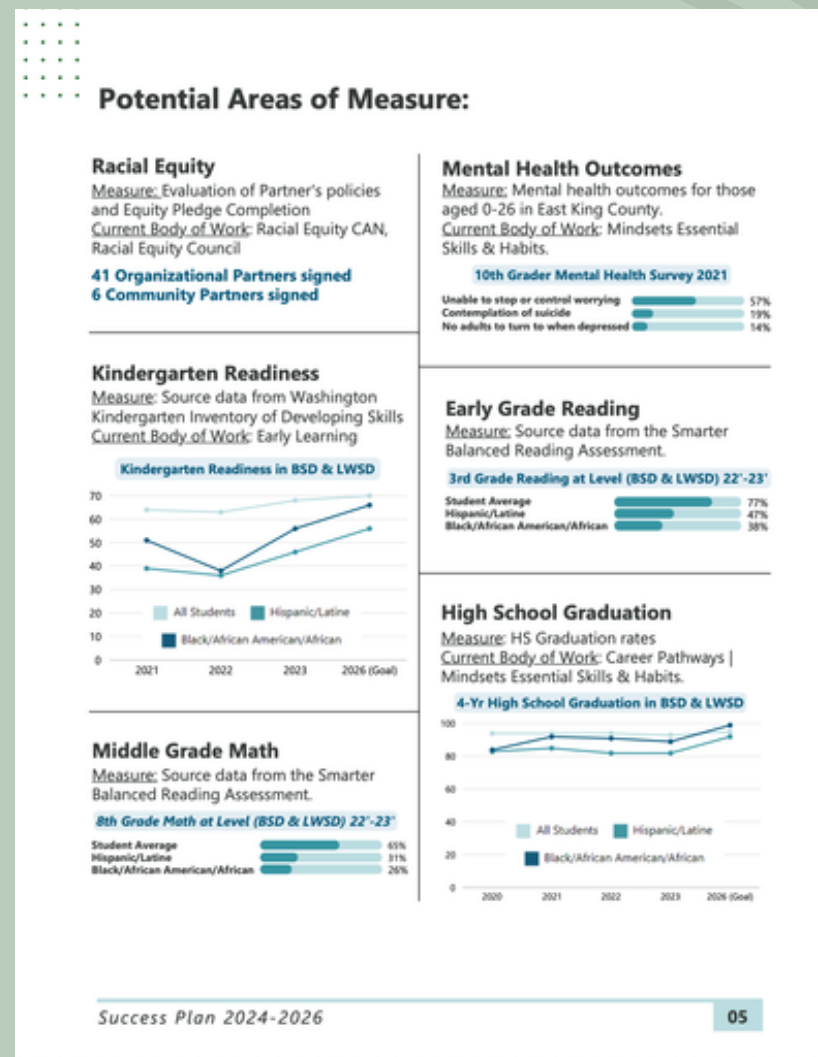
Often times, in both the English and Spanish language, words tend to have double meanings and if these double meanings are not considered when translating content some unintended consequences may arise.

3 Double check... then check again.

Always assume you are wrong. Do research on literal and nonverbal translated messages and reach out to members of both communities to ensure that your content is translating properly.

Fact Sheets & Infographics

1. Community Impact Report
 - a. Goal: Celebrate a year of nonprofit achievements through accessible design.
 - b. Role: Creative direction, layout design, storytelling
 - c. Impact: +45% engagement via redesigned visual report
2. Pathway to Progress — Success Plan
 - a. Goal: Align teams and partners with a unified visual roadmap.
 - b. Role: Strategy & presentation design
 - c. Impact: Strengthened clarity and buy-in during annual partner meetings
3. Thrive Together — Wellness Package
 - a. Goal: Build an employee wellness brand through design + product.



Event Marketing & Sustainable Campaigns

1. Community Sustainable Transportation Campaigns
 - a. Led outreach and creative development for programs encouraging biking, carpooling, and public transit use.
 - b. Designed branded materials, email campaigns, and event collateral to engage local residents and city partners.
 - c. Result: Boosted community participation and strengthened cross-sector collaboration.
2. Regional Partner Meetings & Community Summits
 - a. Organized and promoted large-scale gatherings for local government, nonprofits, and schools to share progress on sustainability and equity goals.
 - b. Managed event branding, presentations, and photography.
 - c. Result: Created consistent, professional visual identity across multiple partner groups.



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Social Media & Content Strategy

1. Mission Storytelling Series
 - a. Designed ongoing social campaigns spotlighting community impact stories.
 - b. Grew followers and engagement organically by centering authentic voices.
2. Wellness Brand Campaign
 - a. Managed content calendar and visual identity for mindfulness and wellness initiatives.
 - b. Collaborated on influencer outreach and community building.



Product Launch & Merchandise

1. Limited Edition Community Apparel Campaign
 - a. Developed brand concept, messaging, and visual design for a cause-driven apparel collection supporting local sustainability efforts.
 - b. Created launch strategy across email, social media, and partner channels.
 - c. Result: Sold out 85% of products within two weeks and raised funds for local initiatives.
2. University eLearning Merchandise Rollout
 - a. Designed promotional products and digital assets for an online learning program launch.
 - b. Oversaw creative direction for branded notebooks, stickers, and apparel.
 - c. Result: Helped increase course signups and brand affinity among students.



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Skills & Tools

Core Skills

- Brand Strategy & Storytelling — translating mission and values into authentic visual identity
- Campaign Development — crafting engagement strategies for nonprofits, education, and sustainability initiatives
- Content Creation — designing reports, digital assets, and marketing collateral with purpose
- Event & Community Marketing — coordinating multi-partner campaigns and local activations
- Product & Merch Design — turning ideas into tangible branded experiences
- Copywriting & Editing — bringing clarity and emotion to communications
- Team Collaboration — experienced in cross-functional, multi-stakeholder environments

Tools & Platforms

Design & Creative: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Spark), Canva

Web & Analytics: WordPress, Wix, Squarespace, Google Analytics, Google Tag Manager, SEO tools

CRM & Marketing Automation: HubSpot, Salesforce, Mailchimp, Meta Business Suite, Sprout Social

Project Management: Asana, Trello, Monday.com

Collaboration & Productivity: Microsoft 365, Google Workspace, Slack, Zoom

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