

# Sampson Williford

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## EDUCATION

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### Washington University in St Louis

Bachelor of Arts in Film & Media Studies • Minor in Computer Science • May 2024 • GPA: 3.65/4.00 • Dean's List 2020 - 2023

## EXPERIENCE

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### Dean's Social Media Student Assistant

Jan. – May 2024

#### Washington University in St. Louis - Olin Business School

- Researched competitor accounts' audience and post analytics to comprise a comprehensive account audit and content strategy that brought nearly 20,000 impressions a month.
- Monitored trends and employed DMs and quote posts utilizing CMS technologies like Brandwatch, generating a 160% increase in user engagement and a strong online presence and personality.
- Analyzed demographic data to enhance social media engagement, resulting in a 200% follower increase over four months through targeted demographic data-driven content strategies.

### Residential Advisor

Aug. 2022 – May 2023

#### Washington University in St. Louis

- Cultivated a supportive community among 89 freshman residents of diverse ethnic and racial backgrounds with a satisfaction rate of over 95%.
- Created and presented over a dozen educational programs and monthly materials utilizing Canva and public speaking skills.
- Identified opportunities for conflict resolution and support resources using customer service and group facilitation skills to address client needs.

### Communications Intern

Jun. – Aug. 2022

#### Washington University in St. Louis - Social Policy Institute

- Published over 40 newsletters, event invitations, and reminders focused on social policy research and solutions through Mailchimp.
- Integrated over 50 professional profiles, journal articles, and publications to the SPI website via WordPress.
- Crafted and corrected AP-styled weekly content on Twitter, YouTube, Website and Eventbrite.

### Communications Intern

Jun. – Aug. 2021

#### Washington University in St. Louis - University Advancement & Law School

- Generated over 30 university-branded news features, landing pages, and user-friendly urls for new University websites using WordPress.
- Compiled and cataloged up-to-date contact and demographic information on over 300 alumni for upcoming marketing campaigns.

### Intern

Jun. – Aug. 2019

#### Texas Instruments

- Performed SEO and discoverability audits on TI-Nspire, TI-84, and other associated products' across the TI online storefront.
- Edited and pitched a 5-minute attract reel for TI's annual T<sup>3</sup> conference to TI's Educational Technology Department.
- Reviewed ease-of-use for custom programming on the latest TI-84 models and submitted product testing feedback on usability.

## SKILLS

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**Programming:** C++, C#, Java, HTML, CSS, JS, React, Express, Node, MongoDB, MySQL

**Software:** Brandwatch, Canva, Git, Trello, WordPress, Mailchimp, Unity, Adobe Premiere Pro, Davinci Resolve