SAMPSON WILLIFORD

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EDUCATION

Washington University in St Louis   **May. 2024**
Bachelor of Arts in Film & Media Studies, Minor in Computer Science
GPA: 3.73/4.00 | Dean's List 2020 - 2023

WORK EXPERIENCE

Washington University in St. Louis - Olin Business School
Dean's Social Media Student Assistant   **Jan. 2024 – May 2024**
- Brought over 97,000 impressions, a 160% increase in user engagement, and 200% increase in followers.
- Researched competitor accounts' audience and post analytics to develop a comprehensive account audit and data-driven content strategy.
- Monitored trends and events and employed direct messages alongside quote posts to establish a strong, positive online presence and account personality.

Washington University in St. Louis
Residential Advisor   **Aug. 2022 – May 2023**
- Cultivated a supportive community among 89 freshman residents of diverse ethnic and racial backgrounds, over 95% of residents were satisfied.
- Utilized Canva and public speaking skills to create and present over a dozen educational programs and materials for residents.
- Developed conflict resolution and group discussion facilitative skills to identify problems and support resources.

Washington University in St. Louis - Social Policy Institute
Intern   **Jun. – Aug. 2022**
- Published newsletters, event invitations, and reminders focused on social policy research and solutions through Mailchimp.
- Implemented professional profiles, journal articles, and publications to the SPI website through WordPress.
- Crafted Twitter, YouTube, Website and Eventbrite content using AP Style guidelines.

Washington University in St. Louis - University Advancement & Law School
Intern   **Jun. – Aug. 2021**
- Generated news features, landing pages, and user-friendly urls for new University websites through WordPress.
- Applied University branding and style guidelines for consistency among various sites.
- Compiled and cataloged comprehensive personal profiles on over 3,000 Alumni into the WashU database.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

75th Japan-America Student Conference
Student Delegate   **Jul. – Aug. 2023**
- Collaborated with 60 American and Japanese college students, addressing diverse global issues through roundtable discussions and Canva presentations.
- Attended US-Japan diplomatic forums and seminars led by experts during the month of August in Japan.
- Lived together with fellow delegates, visiting historically significant sites and participating in cultural exchange events.

SKILLS

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
Spoken Languages: English (Native), Intermediate Japanese (JLPT N3), Intermediate Spanish (AP Spanish)