

Samuel Mroz

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EDUCATION

DEPAUL UNIVERSITY

Bachelor of Arts: Communication and Media, Minors: Business Analytics, Journalism
GPA: 3.95/4 ; Dean's List (All Quarters) ; Presidential Scholarship Recipient

Chicago, IL

Expected June 2025

RELEVANT EXPERIENCE

VYRE NETWORK

North Hollywood, CA

Programming Intern

Jan 2024 – Present

- Distribute a media library of over 12,000 film, television, and documentary titles across 7 distinct channel concentrations that included comedy, drama, action, sports, music, family, and representation
- Present weekly pitch decks through Microsoft PowerPoint, emphasizing suggestions for content rollout and market strategy on distribution platforms that included Roku, Apple TV, and the Apple Store
- File content into quarterly reports, highlighting changes in an entertainment pipeline with various media partners including Shoreline Entertainment, Lionsgate, and Warner Music Group
- Attend weekly meetings between company executives and content programmers, presenting scheduled deliverables to management, adjusting for audience engagement, competing company metrics, and administrative metadata
- Correct errors on the storage platforms Box and Dropbox, making edits for date adjustments, editorial notes, itinerary reports, metadata formatting, link threads, and title development

KATCH MEDIA

Woodside, CA

Project Management Intern

June 2023 – Dec 2023

- Organized Katch Media's alumni network by updating the profiles of over 800 Katch interns across 10 previous internship programs, accessing company records to update employee accounts
- Evaluated relations with company affiliates such as Paramount, AMC+, Cinedigm, and Warner Bros. Discovery, assessing market growth through internal company data powered by artificial intelligence modeling and external market statistics
- Scheduled meetings across company sectors that included content strategy, business development, programming, brand marketing and financial planning while filing call transcripts for executives to inspect at a later date
- Managed the Katch database alongside business executives, brainstorming market opportunities for the administrative brand to pursue while cross-checking former and current content acquisitions

Content Analysis Intern

- Analyzed film and television plots while marking storytelling qualities such as characters, context, cinematography, and themes, organizing both descriptive and structural metadata into a company wide account
- Reviewed new age content bubbles for company pursuit, assessing trends in IP farming, foreign markets, social media servers, and shortform video, while suggesting analogs to legacy titles
- Coded demographically targeted data at a weekly rate with a cohort of 75 interns, logging inputs into the Katch Media genome, an in house trend-based algorithm used to assess consumer preferences

THE DEPAULIA COLLEGE NEWSPAPER

Chicago, IL

Assistant Arts and Life Editor

Jan 2023 – Present

- Communicate with staff and contributing writers on pitch ideas for a publication with over 25,000 viewers across DePaul affiliated students and faculty, sourcing entertainment publications for news sampling
- Compose a section of the college paper through SEO verification, filing stories on the paper's website, and tracking trends for reader reception and ad revenue through Tableau
- Collaborate with film majors to produce, edit, and shot a documentary on DePaul's growing film program through different stages of production within student projects, addressing industry prospects alongside creative inspirations

ARNI'S RESTAURANT

Brownsburg, IN

Server

Dec 2021 – Aug 2023

- Attended up to 15 different tables simultaneously during peak business hours, assisting coworkers between order prep while processing requests over the phone, through the company business server, or through in-person interaction

ADDITIONAL SKILLS

- Proficiencies: Cloud Management (Airtable), Microsoft Office, Design Software (Adobe Creative Suite, Canva), Data Visualization (Google Data Studio, Tableau), Project Tools (Microsoft Project, Asana, Smartsheet)
- Certifications: Google Analytics (Google), Advanced SEO (Perfect Search Media), Content Marketing (HubSpot)