

SAM STUCKEY

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EDUCATION

University of Wisconsin-Madison
Bachelor of Business Administration Degree
Major: Marketing; Certificate: Digital Studies
Overall GPA: 3.58
Copenhagen School of Business
Overall GPA: 3.8

Madison, WI
Intended Graduation: May 2023

Copenhagen, Denmark
January 2022- May 2022

PROFESSIONAL EXPERIENCE

PBS Wisconsin

Student Digital Editor

Madison, WI

December 2022- Present

- Successfully managed YouTube Channel for PBS, adding 265 new videos to the platform within first month of work and achieved substantial growth in subscribers with numbers increasing from 29,000 to 32,000
- Managed PBS Wisconsin's in house ad campaigns, leveraging my knowledge of Google Ads to maximize engagement and reach
- Demonstrated strong project management and organizational skills in overseeing the uploading and promotion of four various PBS shows
- Conducted keyword research and optimized video titles, descriptions, and tags to improve search engine rankings
- Utilized WordPress to maintain the accuracy of the PBS websites TV schedule

Camp Granite Lake

Incoming Backpacking Director

Golden, CO

May 2023-August 2023

Outdoor Educator/Camp Counselor

Summer 2021 & 2022

- Provided a safe, supportive, and inclusive environment for campers, fostering their personal growth and development through advocacy for the outdoors
- Demonstrated exceptional leadership and communication skills as an overnight cabin counselor for groups of 12 adolescent kids
- Designed and taught engaging and effective rock climbing and kayaking lessons to classes of up to 20 kids (ages 7-15)
- Exercised strong organizational skills in managing equipment, supplies, and scheduling for outdoor education programs

Drink ZYN

Marketing Intern

Milwaukee, WI

May 2020 – May 2021

- Established and maintained positive relationships with partnership opportunities in key retail markets to produce awareness and drive sales
- Sorted and edited through three hours of footage to create four videos ranging from 2-5 minutes with adobe premiere
- Communicated with professional athletes via zoom and social media to build relationships and pursue adoption of product at training facilities
- Created comprehensive slide decks to analyze and compare competitors within the fitness drink and food industry

RELEVANT LEADERSHIP EXPERIENCE

ManUP- Mental Health Organization

Co- Founder/VP of Marketing

Madison WI

December 2020- Present

- Launched a student organization focusing on aiding and breaking the stigma surrounding those struggling with mental health issues on the campus of UW- Madison
- Established and maintained relationships with five mental health experts, successfully coordinating and facilitating informative and engaging presentations for members of the organization
- Produce written and visual marketable content for the organizations website and social media pages aimed to give students topical information about organization
- Lead weekly meetings to cultivate an environment where students felt safe to converse about personal topics

Alpha Kappa Psi- Business Fraternity

Pledge Trainer

Madison, WI

August 2022- Present

- Led a week-long rush process that selected 30 pledges out of 200 applicants through case competitions and interviews
- Created a semester long curriculum tailored to teaching pledges valuable professional help in interviewing, networking, and other professional aspects
- Focused on the well-being of the individuals by creating a safe and inclusive environment; doing diligent work to address emotional and mental health issues through one-on-one conversations and group discussions

Rush Committee

December 2020- May 2021

- Shot and edited a three-minute rush video that was used as marketing material for gathering rushes
- Coordinated logistics and lead a two-week, virtual recruitment process for 140 rushes

Folkhorn

Co-Founder/Editor

Madison, WI

December 2020- December 2021

- Created and designed folkhorn.com with my learned abilities of WordPress and Elementor
- Managed social media pages and produced compelling blog posts to bring traffic of 1,500 weekly
- Utilized Adobe Suite technology to construct a unique brand identity and create content to bring traffic

SKILLS AND INTERESTS

Google Ads and Analytics, Facebook and Instagram Ads, Adobe Creative Cloud, Wordpress Video Creation, Reading (Philosophy), Hiking, Running, Climbing, Guitar

