

SAMUEL J. JACKSON
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COMMUNICATIONS/MEDIA MANAGEMENT

Multimedia marketing content producer and manager with more than 25 years of experience in digital content, journalism, marketing and sales. Award-winning writer with a track record of creating and improving websites and social media campaigns, as well as building and expanding a digital audience. Experienced manager and leader of diverse groups with the ability to perform multiple tasks while remaining focused in any environment.

PROFESSIONAL EXPERIENCE

Employment Specialist – Developmental Services, Inc., Madison, IN, August 2023-Present

- Work 1:1 with adults with intellectual and developmental disabilities (IDD) to assist them in obtaining and maintaining long-term, gainful employment. Activities include assessing work readiness, exploring work opportunities, providing on-the-job training. Meet with local businesses and cultivate relationships for the purpose of serving as advocate for adults with IDD. Also serve as a Pre-Employment Transition Services counselor for high school and post-secondary students who are preparing to transition into the workforce.

Freelance writer/editor and digital content manager – Madison, IN, October 2016-Present

- Creation, production and development of digital content via WordPress, Wix, Weebly, Sitecore, HTML, CSS and JavaScript, including content cleanup and categorization for UX/UI optimization. Maintenance, content creation and addition of pages and templates. Management of digital assets. WCAG monitoring and quality control, data analytics and digital audience development.
- Management of digital operations and implementation of UX/UI best practices, audience management and growth via Google Analytics and email marketing, as well as creation and production of marketing content across multiple sites and platforms. Collection and distribution of digital marketing content, working directly with customers to ensure accurate campaign fulfillment.
- Create written and graphical works on a contract or individual basis, editing or consulting on marketing, public relations and digital products. Create or manage written and graphical works for all digital platforms.

Job Coach – The Arc of Southside (Virginia), Danville, VA, March 2021-April 2022

- Work 1:1 with adults with IDD to assist them in obtaining and maintaining long-term gainful employment. Activities included assessing work readiness, exploring work opportunities, providing on the job training. Met with local businesses and cultivate relationships for the purpose of serving as advocate for adults with IDD.

Marketing Consultant – Showcase Magazine, Danville, VA, November 2019-September 2020

- Sell print, digital and broadcast advertising to clients across several publications and online, create campaigns and promotions for clients across multiple media. Monitor, maintain and collect on customer accounts, organize billing and manage customer advertising credits and payment on accounts.

Digital Media Supervisor - WDBJ-TV, Roanoke, VA, 2018-2019

- Management of digital operations and website. Create, edit and promote digital content, as well as management and operation of website and social media. Management of three-person staff. Edit text, audio and video elements and oversee news apps and software.

Major Accomplishments:

- Oversaw significant monthly increases in Web and social media traffic over the previous year, with an average of more than 9 million monthly page views and 260,000 Facebook followers.

Editor and General Manager - Smith Mountain Eagle, Smith Mountain Lake, VA, 2018

- Management of operations and content of weekly newspaper and website. Create, edit and promote print and digital content, as well as management and operation of website and social media. Management of four-person staff. Oversight of editorial, advertising, circulation and business/financial affairs.

Weekday Sales Associate - Lowe's, Inc., 2017-2018

- Provide sales consulting in areas of building materials, outdoor power equipment and millwork. Create estimates for installed sales and merchandise to individual and commercial accounts, schedule inspections and installations, provide customer support after sales and installation.

Managing Editor – Martinsville Bulletin, 2012-2016

- Assisted in management and supervision of 11-person staff, with a focus on spearheading visual presentation. Led the copy editing and design desk on daily production of the print product as well as special publications for major events. Wrote stories for news, sports and editorial, shot photos and created graphics. As digital editor, led a surge in digital audience from 590,000 page views in December 2015 to more than 1.6 million in July 2016.

Account Executive, Community Newspapers of Southwest Virginia, 2010-2012

- Sold print, digital and broadcast advertising to clients across seven publications and websites, created campaigns and promotions for clients across multiple media, designed spec ads for customers.

Account Executive, Ropho Sales, Inc., 2009-2010

- Evaluated and analyzed customer needs and performed sales and support of office equipment and supplies, with more than \$100,000 in merchandise sold in 2010.

Managing Editor, The Daily Reporter, Greenfield, Ind., 2008-2009

- Assisted in management of 12-person staff, with direct supervision of three copy editors. Led the copy editing and design desk on daily production of the print product, special publications and website.

Sports Editor, Bristol Herald Courier, 2005-2008

- Served as a sports copy editor from 2005-06 before being promoted to the head of the department. Led a staff of seven and coordinated coverage of more than 40 high schools and six colleges. Edited all copy, designed pages, handled web posting and appeared weekly on television with a news partner for “talkback” segments on local football. Produced special sections for NASCAR events twice a year.

Copy Editor/Page Designer, The Pharos-Tribune, The Star Press, The Herald Bulletin, 1997-2005

- Edited copy and designed pages for news, sports and features. Wrote weekly news/sports columns, and served as an education reporter in 1999.

EDUCATION

UNIVERSITY OF RICHMOND, Richmond, VA

Completed Weekend College program in School of Professional and Continuing Studies, 2018

AWARDS

- 2015 – Virginia Press Association – First Place, Breaking News Writing
- 2006 – Virginia Press Association – Second Place, Best Sports Section
- 2005-06 – Society of Professional Journalists – Second place, Best Sports Design
- 2006 – Society of Professional Journalists – Third Place, Best Sports Column