

Sami

Portfolio: srsteadman.com
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About Me

Graphic Designer and Social Media Manager with four years experience creating and managing social media in higher education, business, and non-profit settings.

Education

B.S., Graphic Design
Milligan College 2019

Studio Arts College
International Florence,
Italy 2018

Skills

Print Design
Social Media Marketing
Typography
Branding & Identity
Email Design
Photography
Video Editing
Website Maintenance

Technology Skills

Adobe Creative Suite
InDesign, Illustrator,
Lightroom, CameraRaw,
Photoshop, Premiere Pro
Social Media Management
Software
Sprout Social & Meta
Business Suite
Wordpress
Mailchimp
Microsoft Office Suite
Word, Excel, & Powerpoint

Awards & Honors

National Juried Exhibition
2021 2.5.21

Group Art Show: *More*
Leaves of the Tree 9.23.20

Work Experience

Social Media Marketing Associate | Johnny's Shoe Store **12.7.23 - Present**

- Creates content for Facebook to increase brand awareness
 - Reach has increased by 10.9%
 - Followers have increased by 18.6%
 - Engagement has increased by 69.6%

Director of Social Media | Lincoln Memorial University **3.28.22 - 11.15.23**

- Coordinated and posted regularly on University's Facebook, Instagram, TikTok, X (Twitter), and LinkedIn to ensure consistent messaging
- Ensured that social media projects were aligned with and support the University's strategic plan and mission
- Suggested best practices and campaigns for various departments on campus when necessary
- Created impactful content which resulted in the overall engagement increasing by 17.8%, engagement rate increasing by 54.2%, and the audience growing by 180.2% across all platforms
- Completed and implemented Social Media Guidelines for LMU and Social Media Account Request Form
- Researched trends and topics and applied to LMU's social media strategy

Junior Graphic Designer | GreenTech Environmental **2.1.21 - 12.6.22**

- Assisted in updating the company's brand by creating a typeface for their new logo
- Updated business cards and product spec sheets with new brand standards
- Designed four branding posters to raise awareness of the new mission statement, brand standards, logo, and products
- Developed a company branding guide for a new product launch
- Designed social media graphics
- Photographed products for placement in lifestyle images
- As a freelance designer, I designed online and print marketing materials