

TYLER SAMS

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SOCIAL

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REFERENCES

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Cal Poly CIE

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Imajize

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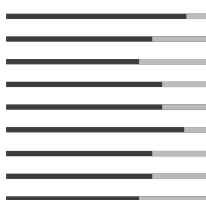
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SKILLS

Professional

Skill Level

Final Cut Pro X
Adobe Premier
Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Pipedrive
Trello
WordPress



HOBBIES

Skiing

Backpacking

Surfing

Photography

EXPERIENCE

Videographer Intern January 2016 - present

Cal Poly Center for Innovation and Entrepreneurship

- Collaborate with marketing team producing over 30 videos promoting the entrepreneurship resources available to Cal Poly students
- Create and edit videos using Final Cut Pro for the promotion of Cal Poly CIE on blogs and social media
- Videos have resulted in significant investments and donations
- Grew video viewership 500% on Facebook and 94% on YouTube from the previous year

Imajize Guru June 2017 - present

Imajize

- Improve Imajize reactive support strategy by utilizing customer support data
- Perform advanced 360 degree photographic imaging projects
- Optimize and maintain Imajize customer onboarding funnel
- Lead in the creation of video content on imajize.com

Video Producer August 2015 - present

Tyler Sams Video Productions

- Developed successful and profitable start-up video business
- Meet with business owners and leaders to understand company goals and objectives
- Create and launch video campaigns for Cal Poly Alpha Phi, Pacful, True North, Barre, and four vacation rental properties gaining over 20k views

Contracted Marketing Specialist June 2016 - October 2016

Palram Americas

- Directed and edited seven instructional videos for product comparisons
- Researched and identified social media platforms and video hosting sites
- Performed market research to uncover marketing opportunities for new products
- Animated existing company videos for new landing pages resulting in 42k views
- Developed foundation for marketing internship program to be implemented with future interns

Digital Marketing Intern February 2016 - May 2016

ClickSpring

- Wrote content to be used on blogs for B2B marketing
- Developed and created advertisements for Facebook, Twitter, Instagram, and Pinterest
- Used Google Analytics to understand and predict consumer trends
- Assisted in the design and publication of four websites on GoDaddy and WordPress with SEO optimization
- Designed and executed three email campaigns for company blogs

EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science: Business Administration

Concentration: Marketing Management

- Expected graduation: Spring 2018