

TYLER SAMS

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EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science: *Business Administration*, Concentration: *Marketing Management*

Overall GPA: 3.7

San Luis Obispo, CA

Expected June, 2018

Leadership and Involvement:

- *American Marketing Association, Cal Poly Entrepreneurs, Cal Poly Triathlon Club*

EXPERIENCE

Cal Poly Center for Innovation and Entrepreneurship

Title: Videography Intern

San Luis Obispo, CA

Jan. 2017 – present

- Collaborated with marketing team to produce videos for new startups
- Crafted industry-appropriate questions and interviewed startup founders for video content
- Created and edited videos using Final Cut Pro for the promotion of Cal Poly CIE on blogs and social media
- Tailored WordPress website to create a consistent and user-friendly video- viewing experience

Tyler Sams Video Productions

Title: Founder/Video Producer

Folsom, CA

Aug. 2015 – present

- Developed successful and profitable startup video business
- Met with business owners and leaders to understand company goals and objectives
- Created and launched video campaigns for Pacful, True North, Barre, and a number of vacation rental properties
- Proficient in Final Cut Pro X, Adobe Photoshop, Adobe Lightroom, and Adobe Illustrator

Palram Americas

Title: Contracted Marketing Specialist

Folsom, CA

June 2016 – Oct. 2016

- Directed and edited instructional videos for product comparisons
- Maximized social media impact through relevant platforms and video hosting sites
- Performed market research to uncover new marketing opportunities
- Animated existing company videos for more consistent viewing
- Developed foundation for marketing internship program

ClickSpring

Title: Digital Marketing Intern

Roseville, CA

Feb. 2016 – May 2016

- 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 websites on GoDaddy and WordPress with SEO optimization
- Designed and executed email campaigns for company blogs
- Created and published content on all social media platforms for various local businesses and B2B marketing

VOLUNTEER EXPERIENCE

Folsom Lake Symphony:

Sep. 2015, 2016

- Created slideshow video showcasing sponsors at annual fundraising gala

SKILLS

Software: Adobe (Lightroom, Photoshop, Illustrator, Premier), Final Cut Pro X, Microsoft Office

Social Media: All Social Media Platforms, Hootsuite, MailChimp

Photography/Videography: Portraits, Landscape, Timelapse, Action

