

TYLER SAMS

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SOCIAL

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REFERENCES

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Cal Poly CIE

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Michael Allen

Imajize

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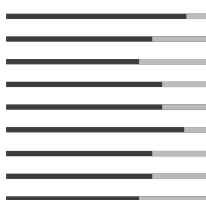
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SKILLS

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 2017 - 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 sent to donors have resulted in millions of 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, Phi Kappa Psi, 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