

Sinai Sampson-Hill

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[Website](#) | [LinkedIn](#)

CREATIVE PROJECT & COMMUNICATIONS MANAGER

Production Oversight | Content Creation | Development Processes

Summary of Qualifications

- **Creative Project and Communications Leader** spearheading planning, strategy, and execution for innovative, high-impact experiences that target multi-faceted audiences.
- **Drives multiple projects in parallel, managing** entire creative process workflow, and owning communication between cross-functional teams.
- **Leverages obsession with the details**, thinking multiple steps ahead, and staying composed and proactive under pressure to streamline relationships and lifecycles.
- **Reliable, innovative, and utterly professional** coordinator offering extensive experience in web and print graphic design, video and audio production, and writing.

Areas of Expertise

Project Management: Project Lifecycle Oversight | Content Creation | Production Lifecycles Stakeholder | Collaborative Communication | Print & Digital Deliverables | Brand Oversight | Relationship Building | Creative Ideation & Workflow | Copywriting | Copyediting | Public Speaking | Event Planning | Program Coordination

Technical: Photoshop | Illustrator | InDesign | WordPress | DruPal | Premiere Pro | Adobe Audition | Web Design (HTML, CSS, Javascript) | Asana | Microsoft Office | Adobe After Effects | Raiser's Edge | Salesforce

Professional Experience

Communications Assistant

MARCH 2019 – PRESENT

MIT International Science and Technology Initiatives | Cambridge, MA

Oversee digital platforms for internal and external communications by utilizing MailChimp, Discord, Slack, and Knowledge Base. Improved communications efficiencies by subscribing to new services and developing new processes for project intake and creation. Conceptualize, storyboard, produce, and edit all digital content. Copyedit articles for MIT News.

- Established, administered, and moderated a new Discord server to adapt to COVID-19 restrictions to keep students home, resulting in 100+ students joining the server
- Saved the program over \$1,100 annually by auditing current subscriptions to determine need for paid versions and appropriately downgraded where necessary
- Research alternative services with comparable features at a cheaper price
- Champion and curate all digital and print promotional assets, including fliers, reports, and emails throughout the school year
- Transitioned MISTI Radio show into podcast format with newly curated content, attracting 200+ listeners bi-weekly
- Write, record, and produce a bi-weekly podcast for streaming platforms and WMBR at MIT
- Curate content on social media for 8,100+ followers
- Spearhead in-person and virtual events for 100+ attendees
- Successfully guided staff to new digital workspaces and social platforms, including Slack, Discord, Asana, and LinkedIn

Marketing Assistant

MAY 2017 – MARCH 2019

Simmons University Office of Advancement | Boston, MA

Wrote, designed, and distributed emails up to 30,000 constituents to streamline marketing campaigns. Oversaw and curated specialized content for social media channels including Facebook, Instagram, Twitter, and LinkedIn.

- Grew social media presence by 15% on Twitter, LinkedIn, and Instagram, and engagement by 25% by evaluating current content, collaborating with social media directors for Simmons to develop new strategy and tactics, overseeing content creation cycles, and leveraging scheduled posts
- Enhanced social media engagement by sharing content with main university accounts while tagging appropriate external accounts, and executing comparative research of social media accounts of similar programs
- Spearheaded podcast interviews with high profile guests and members of the Simmons community by utilizing executive prospecting, liaising with the community and coordinating guests per topic/feature theme
- Successfully adapted print and web designs to new, university-wide branding
- Partnered and liaised with freelance vendors for photo and video projects

Volunteer & Internship Coordinator**JUNE 2017 – OCTOBER 2018**

Brain Arts Organization | Boston, MA

Consulted with administrative leaders to develop a student internship program for 3-7 interns a semester. Oversaw interns, assigned weekly tasks, and developed complex projects to foster growth. Spearheaded monthly volunteer recruiting events in venues across Boston.

- Recruited and managed 150 volunteers by discovering and liaising with new locations to reach volunteers from different neighborhoods for events, developing new volunteer interest forms, and scheduling one-on-one volunteer interviews to relieve workload off executive director
- Coordinated 50-70 shifts for 12-16 events a month by utilizing a new CRM to assign shifts and record hours as well as send shift preparation emails while acting as a point of contact for questions and shift changes
- Acquired \$30,000+ in donations by implementing a new CRM platform to track 1,000 constituents and 1,300 volunteer hours
- Developed robust plan for a month-long fundraising campaign by creating a guide for individual fundraisers, designing a fundraising site, collaborating with artists for print and web materials, raising \$14,000+ in 30 days, and produced thank you gifts for 100+ donors

Fellow**DECEMBER 2016 – APRIL 2017**

Music in the Gallery | Boston, MA

Liaised with gallery director weekly to plan a concert series. Wrote, edited, and distributed comprehensive press releases. Designed and wrote promotional materials and programming. Spearheaded rolling marketing campaigns.

- Captured video and photos at concerts and utilized footage for marketing campaigns
- Owned all facets of planning, including designing promotional materials, writing press releases, recording radio spots, and liaising with talent in effort to successfully delivering high-quality assets
- Attracted 40+ attendees weekly through promotional endeavors
- Researched fresh online avenues to promote upcoming events

Marketing Intern**OCTOBER 2016 – MAY 2017**

Multicultural Arts Center | Cambridge, MA

Worked on marketing, operations, and development projects under supervision of Executive Director. Performed box office duties and assisted with set up and breakdown of performances. Consolidated financial information into Excel spreadsheets. Researched grant opportunities using grant databases. Inputted and updated constituent records in Salesforce

- Wrote a grant application for a 5-year festival plan for \$100,000
- Conducted interviews, scouted potential locations, and wrote summaries and reports for executive director for grant application

Education & Certifications**MIT Advanced Study Program**

2021

Department of Anthropology

Language, Communication, and Culture

School of the Museum of Fine Arts at Tufts University (CE)

2020

Experimental Film & Animation & Visualizing Information

Simmons University

2017

Bachelor of Arts in Arts Administration

Concentration in Digital Communications & Music