

Sinai M. Sampson

sampson@sinai.me | (404) 409-7169 | sinai.me | [linkedin.com/in/sinai-sh/](https://www.linkedin.com/in/sinai-sh/)

EDUCATION

Simmons University

M.S. in Library and Information Science

B.A. in Arts Administration

Concentration in Digital Communications & Music

2013 – 2017, SEP 2022 – MAY 2024

SKILLS

Administration: Training & Instruction, Knowledge Management, Metadata, Community Engagement, Digital Asset Management, Information Organization & Architecture, Data Collection, Data Processing, Data Visualization, Content Creation, Graphic Design, Copywriting, Copyediting, Public Speaking, Marketing & Outreach, Program Coordination, Lesson Planning

Technical: Adobe Creative Cloud, Tableau, Camtasia, LibGuides, Microsoft Office (Powerpoint, Excel), Web Design (HTML, CSS, Javascript, PHP, Wix), MySQL (Basic Proficiency), Canva Pro, CMS (Wordpress, Drupal), CRM (Salesforce, Raiser's Edge), Terra Dotta

PROFESSIONAL EXPERIENCE

Native English Teacher

MARCH 2024 – PRESENT

English Program in Korea | Yeoncheon, South Korea

- Developed and delivered lesson plans and created learning materials to elementary and middle school students, targeting speaking skills in accordance with textbook curriculum and PPP paradigm
- Designed and executed teaching materials for summer camp and after-school clubs through Direct Method model for greater immersive English learning
- Evaluated and graded student writing and speaking assignments, accounting for accuracy and fluency
- Created custom themed lessons related to music, art, English language books, and American media to increase cultural competency
- Organized, catalogued, and labeled school's ESL library containing 300+ items

Research Consultant

NOVEMBER 2022 – AUGUST 2025

Versity North Group | Boston, MA

- Conducted in-depth research on peer-reviewed papers to identify evidence-based strategies for promoting equitable grantmaking practices
- Categorized and analyzed comments on post-session surveys to distill sentiment and key themes
- Co-conceptualized, designed, developed, and maintained a new company website, ensuring a user-friendly and visually appealing online presence
- Implemented effective SEO practices and tools including metadata optimization and Google Search Console

Communications Assistant

MAR 2019 – MAR 2024

MIT International Science and Technology Initiatives | Cambridge, MA

Oversaw 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. Conceptualized, storyboarded, produced, and edited all digital content. Copyedited articles for MIT News.

- Built comprehensive WordPress-based intranet from scratch, consulting with leadership to inventory materials, establishing intuitive information architecture and implementing annual audit process to maintain content accuracy
- Partnered with program directors to audit, reorganize, and migrate student training materials to a dynamic website with consistent information architecture, improving onboarding experience for 1000+ students annually
- Partnered with Program Director and student web developer to create digital presence for new Ukraine intern abroad program, emphasizing positive cultural representation and a copywriting strategy that appealed to both students and funders
- Successfully guided staff to new digital workspaces and social platforms, including Slack, Asana, and LinkedIn
- Spearheaded in-person and virtual events for 100+ attendees, coordinating logistics and advertising
- Championed and curated all digital and print promotional assets, including fliers, reports, and emails
- Established and moderated a new Discord server for 100+ students to adapt to Covid restrictions
- Curated content on social media for 8100+ followers
- Saved the program over \$1100 annually by auditing current subscriptions to determine need for paid versions and appropriately downgraded where necessary
- Transitioned WMBR MISTI Radio show into podcast format with newly curated content, attracting 200+ listeners bi-weekly

Marketing Assistant

MAY 2017 – MARCH 2019

Simmons University Office of Advancement | Boston, MA

Wrote, designed, and distributed emails to up to 30,000 constituents to streamline marketing campaigns. Oversaw and curated specialized content for social media channels including Facebook, Instagram, Twitter, and LinkedIn. Adapted print and web designs to new, university-wide branding.

- Assisted Senior Class Gift committee by providing input on communication strategies, designing marketing assets, and leveraging Raiser's Edge data to guide outreach strategy
- 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
- 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
- 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
- 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.

- Coordinated 50-70 volunteer shifts for 12-16 events a month by utilizing new CRM to assign shifts and record hours, 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 1000 constituents and 1300 volunteer hours, as well as targeting major donor prospects
- 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
- 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

VOLUNTEER WORK

Digitization Volunteer

New York Genealogical and Biographical Society | New York, NY

OCTOBER 2021 – MARCH 2022

Board Member

TransitMatters | Boston, MA

FEBRUARY 2020 – MARCH 2021

CERTIFICATIONS

TEFL Certificate (120 hours)

The TEFL Org

APRIL 2023