

Sam Watson

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EDUCATION

Baylor University

Bachelor of Arts, Double Major in Journalism and Corporate Communication

- **GPA:** 3.34 **Major:** 3.39/3.83

Waco, Texas

May 2023

Baylor University

Master of Arts, Communication

- **GPA:** 3.85
- **Awards:** On full academic scholarship

Waco, Texas

May 2025

EXPERIENCE

Baylor Athletic Communications

Graduate Student Intern

- Manages social media accounts for various sports, creating engaging content during live events
- Records and edits video content for social media platforms
- Conducts and facilitates postgame interviews
- Writes athlete bios, previews and recaps
- Designs and edits programs, graphics and almanacs
- Records and maintains statistics
- Updates the Baylor athletics website as needed
- Collaborates with SIDs for fact-checking, reporting and additional duties
- Escorted athletes to press conferences at the 2024 NCAA Men's and Women's Tennis Championships
- Delivered game information to ESPN's broadcast directors and stat collectors at the Big 12 Championship in Kansas City

Waco, Texas

August 2023 – Present

Learning Matters

Public Relations Intern

- Wrote, filmed, acted in, edited and published multiple ads for social media and email
 - Published for Instagram, Twitter, Facebook and LinkedIn
- Mediated sponsorship deals for the Music City Run for Dyslexia 5k and 10k
- Connected with various running clubs to earn their participation in the race

Nashville, Tennessee

May 2024 – August 2024

Elite Football Skills

Videographer

- Filmed and edited highlight reels for the camp, showcasing hundreds of athletes from across the state
- Published content across social media platforms, driving engagement and increasing visibility

Franklin, Tennessee

June 2024

Baylor Student Activities

Social Media Intern

- Spearheaded the Instagram relaunch campaign
 - Proposed relaunch to the Student Activities director
- Crafted and scheduled promotional content, aligning with student engagement goals

Waco, Texas

January 2023 – May 2023

Texas Sports Hall of Fame

Public Relations Intern

- Managed Twitter, Instagram and Facebook accounts, including the "This Day in Texas Sports" campaign
- Wrote press releases, film scripts and inductee biographies
- Expanded media contact list

Waco, Texas

August 2023 – December 2023

Hyannis Harbor Hawks

Social Media Intern

- Directed the organization's Twitter and assisted with the Instagram and Facebook accounts
 - Tweeted and posted highlights, promotions and projects
 - Directed the fastest-growing accounts in the league
 - Gained nearly 1,000 followers in two months on Twitter
- Filmed and broadcasted live games
- Was a frequent guest host on the "Hawk Talk" postgame show

Hyannis, MA

May 2022 – August 2022

Alpha Tau Omega Fraternity

Brotherhood Chair

Waco, Texas

November 2021 – May 2023

- Sent humorous message criticizing chapter members weekly
- Organized chapter-only events
- Created entertaining presentations

Historian

November 2021 – November 2022

- Managed the chapter's Instagram and Twitter accounts, utilizing analytics to tailor content
- Maintained the fraternity's online presence

Bed Races

November 2021 – November 2023

- All-University event fundraising for the CoHope Foundation
- Sold shirts, raised money on my web page, set up for the event

RaceOne Waco

April 2021 – May 2023

- 5k for the CoHope Foundation
- Ran, set up for the event and sold t-shirts

Baylor University Move-In Crew

August 2020 – 2021

- Assisted incoming freshmen with the move-in process

SKILLS

Technical

- Proficient in the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere) Microsoft Office (PowerPoint, Word) and AP Style

Social Media

- Expertise in Instagram, Twitter, Facebook, and LinkedIn content creation and analytics

Communication

- Strong writing, editing and storytelling skills for press releases, bios and scripts

ACTIVITIES

- Lambda Pi Eta Honor Society
- Alpha Tau Omega alumni (Brotherhood Chair, Historian, Rush Committee, Social Committee)
- Former S3 (Sports, Strategy and Sales) member