

Sam Lowes

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content production • web • video • print • multimedia

profile

- Proven history of generating significant new revenue through content marketing.
- Experience in print, web, video, and multimedia production.
- Adept at thriving in fast-paced environments and adhering to tight deadlines.
- Recognized by co-workers and managers for creativity and exceptional work ethic.

skills

- Content Strategy
- News Story Production/Editing
- Digital Asset Management
- Researching/Sourcing
- Content Management
- Web & Print Design/Production
- Networking
- Project Management
- Content Partnerships

experience

BLUE DOG SEARCH 2019 – Present
Boutique search marketing agency specializing in the entertainment industry
Content Manager / Network Editor

Built and managed a network of high-ranking websites as a way to generate extra revenue for search marketing agency. Selected accomplishments:

- Generated more than \$200,000 per year in incremental revenue by developing network of 75 sites from the ground up; designed concepts, oversaw development, created SEO and SEM strategy and built affiliate relationships.
- Designed and implemented content management system/processes and hired team of 5 freelance content producers.
- Drove average 20% year-on-year traffic gains across all sites by consistently producing high-quality, search engine optimized content and creating newsletter/email strategy that drove readers back to the sites.
- Oversaw creation of design template that gave each site its own look and feel while vastly reducing production time for each subsequent site.

XYZ.COM 2019 – 2020
Sports website

Digital Content Manager

Led team of 20+ video editors, bloggers, reporters, and videographers for newly launched website whose articles and video footage were sold to TV shows, sports networks and print media (both national and local). Served as technical liaison to content partners such as ABC, NBC, Yahoo and MSN. Selected accomplishments:

- **Drove 13% sales gain** by revamping workflows and processes to ensure production deadlines were met.

XYZ.COM (CONTINUED...)

- Enhanced product offering by providing news producers with the story as well as the video content.
- Designed/delivered training for 15 editors on new workflows for partner content.
- Personally wrote 20+ stories/blog posts per month and oversaw all video production.

NEWSHOUSE INC.

2018 – 2019

US-based editorial agency

Producer

Developed breaking news stories with good sales potential. Oversaw story and photo licensing, handled negotiations and served as primary syndication contact. Frequently served as reporter, conducting research and interviews and writing stories for distribution to clients and agents. Selected accomplishments:

- **Secured worldwide distribution deal** for online and retail sales, negotiating all aspects of contract that improved profitability by 25%.
- **Revitalized project that had languished for 5 years** - coordinated production of book featuring 20 years of the company's best stories.
- **Led \$100,000 web site redesign**, taking over development when project stalled, negotiating fee reduction of \$13K and launching site on time.
- **Improved productivity 20%** by overhauling 10 terabyte digital asset management system.

GIJ PICTURES

2016 – 2018

News photo agency

Junior Photo Editor

Selected, edited and wrote captions for incoming photos from around the world. Challenged to quickly learn processes in fast-paced, ever-changing environment with no formal training. Selected accomplishments:

- **Improved productivity and cut costs 22%** by creating template system that allowed editors to create metadata for many photographs at one time.

technical skills

OS/Platforms: Mac OS X, Windows 7, 10, Virtual Machines (Parallels, VM Fusion).

Web: FTP/SFTP Clients, HTTP, TCP/IP, LAN, WAN, Wireless, XML, HTML, CMS.

Applications: Dreamweaver, Photoshop, Creative Suite, Acrobat, Word, Excel, Access, PowerPoint, Visio, Filemaker Pro, HubSpot, Quicktime.

Audio and Video: HD, HDV, mp3, AAC, Mpeg and Flash file compression and encoding/codecs.

Imaging/Print: IPTC, retouching, resizing, image preparation, RGB vs CMYK, pre-press, layout.

Some Knowledge of: Java, Javascript, C++, UML, CSS.

education

Bachelor of Science, Major in Information Systems Management, Inbound Information Technology track.

Magna Cum Laude

Wayne State University, Detroit, MI (2019)