

# Sam Watson

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## EDUCATION

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### 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:** 3.88
- **Awards:** On full academic scholarship

**Waco, Texas**

May 2025

## EXPERIENCE

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### Baylor Athletic Communications

*Graduate Student Intern*

- Managed social media accounts for various sports, created engaging content during live events
- Recorded and edited video content for social media platforms
- Conducted and facilitated postgame interviews
- Wrote athlete biographies, previews and recaps
- Designed and edited programs, graphics and almanacs
- Recorded and maintained statistics
- Updated the Baylor athletics website as needed
- Collaborated 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
- Covered the men's tennis team during the 2025 NCAA Men's Tennis Championships in College Station

**Waco, Texas**

August 2023 – May 2025

### 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

**Waco, Texas**

### *Brotherhood Chair*

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**

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### *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**

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