

Samuel Lamkin

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ABOUT ME

Works well under strict deadlines and manages time efficiently. Ability to plan and organize objectives that require accuracy and precision. Presents and explains information that needs to be articulated carefully. Writes and edits reports, fact-checking and scrutinizing all aspects along the way. Follows through on projects until completion. Suited to take on a leadership role. Motivates people into performing well and guides them to a common goal through positivity and encouragement. Attentive listener and quick to learn new processes and skills. Enjoys working in a group or individual setting.

COMPLIMENTARY SKILLS

Photography

Creative design skills

Scheduling skills

Adobe Suite

Professionalism

Project management skills

Strong work ethic

Graphic Design

Microsoft Office Suite

Management skills

Flexibility

Attention to detail

EDUCATION

Baylor University - Bachelor of Arts

May 2024

Major: Journalism, Advertising concentration

Minor: Business Administration

GPA: 3.48

Dean's Academic Honor List 2021 & 2024

CERTIFICATIONS

2021

Microsoft Excel Certified

EXPERIENCE

Professional Surf Photographer

July 2025 - Present

Waco Surf

- Photograph surf sessions back-to-back, frequently capturing over 400 photos per hour.
- Archive and back up all photos for future uses including marketing, promotional pieces and more.
- Use Adobe Lightroom Classic to batch edit entire session's photo haul and follow up with another archival of edited photos.
- Upload processed photos to a website called Flow State where guests can preview and purchase photos of themselves in surf sessions. Photos are purchased for memorable times as well as professional surf training.
- Work reliably and safely with high end camera equipment and software.
- Collaborate with directors of photography and surf experience to ensure guests are enjoying their time at the surf facility.
- Be a front face to guests and provide answers to questions, as well as listen to comments and report concerns.
- Maintain condition of all equipment used in the surf facility including cameras, computers, surf boards, and the facility it self.
- Engage with guests and provide a warm and welcoming experience for everyone that enters the Waco Surf facilities.
- Work outside in a range of weather conditions from extreme heat to heavy rain and harsh wind.

Events Management Specialist

May 2025 - July 2025

Texas State Technical College (TSTC)

- Maintain and organize office supply inventory, ensure timely restocking of supplies, snacks, and beverages for daily operations and meetings.
- Manage an events budget of approximately \$35,000, and reconcile purchase-card transactions in compliance with company policies.
- Coordinate complex scheduling of internal and external meetings—up to 4 events daily—including leadership off-sites, graduation ceremonies, partner tours, and Chancellor’s Office meetings.
- Liaise with internal departments (Culinary, AV, Facilities, Fleet, Custodial, Print Shop, Provost’s Office) to fulfill all logistical needs for events.
- Collaborate with external vendors (e.g., florists, caterers, equipment rental companies, venues) to secure and manage event resources.
- Oversee full event lifecycle:
 - Pre-event planning with hosts to determine goals and needs. On-site setup including room preparation, catering, tech setup, and host welcome. Post-event teardown, cleanup, and stakeholder follow-up to ensure satisfaction
- Provide end-to-end event support to internal and external stakeholders, ensuring seamless execution and high service quality.

Outreach Specialist

October 2024 - April 2025

Waco Animal Services - Pet Circle Regional Animal Center

- Photographed 500+ animals in 5 months for use in social media, weekly and monthly newsletters, website graphics, presentation graphics and marketing materials
- Coordinated 24 events in 5 months which gained major attraction to Pet Circle and boosted adoptions after each event by about 30% (6 adoptions)
 - Adoption Events, Foster Events, Donation Drives, Information Booths, Fun Events for the public
- Managed social media and put out well over 1,000 posts featuring adoptable dogs and cats in both shelter and foster care, informational graphics, donation requests, and urgent posts requesting immediate adoptions
 - Handled the upkeep of comments and private messages most days from 7AM-10PM
- Wrote the weekly, monthly and foster newsletters which increased subscribers by 50% (400 to 600) in a span of 3 months
 - 41% open rate, 34% click rate (top 10% for local government newsletters)
- Collaborated with the webmaster for The City of Waco to improve our website and show more transparency to the public including but not limited to resources for lost animals, surrender alternatives, and program information
- Collaborated with Channel 10 news for 16 pet of the week segments
- Secured sponsors for needed supplies at the shelter
- Pitched in with work for other sub-departments including, intake department, clinic, customer services, and foster/rescue coordination

Baylor Athletic Communications

2022 - 2024

Sports Photographer

- Photographed various sporting events including but not limited to football, basketball, baseball, soccer, tennis and equestrian
- Provided event support for Baylor Creative Services and photographed student engagement at various sporting events leading to increased social media attention and engagement
- Edited dozens of images which were distributed to official Baylor social media accounts, images are then posted which reached an estimated audience of 700,000 people
- Edited and distributed photos to student athletes and their families through a program called "Influencer"
- Created multiple editing presets in Adobe Lightroom which allowed for faster and more efficient image processing times

Advertising Campaigns

2022 - 2024

Client Work

- Collaborated with clients to produce integrated marketing and advertising campaigns (IMACs) increasing their presence on social media and increase brand awareness
- Conducted secondary market research using various analytics tools such as SimplyAnalytics and competitor websites to prepare for research proposals which were presented to clients
- Conducted primary research in the form of focus groups and surveys
- Created mockups for social media including Instagram, Facebook, LinkedIn and Twitter (X) as well as email marketing
- Generated a creative brief that uses the brand identity of the client and displayed all research conducted including research methods
- Wrote executive summaries that take into consideration all aspects of creating an advertising campaign

Graphic Design

2023 - 2024

Student Work

- Created visually appealing designs using Adobe Creative Suite including but not limited to Adobe Photoshop, Illustrator, Indesign and Premier
- Composed journalistic style spreads and layouts for print production using typesetting skills
- Created a company brand image as well as logo design using Adobe Illustrator
- Worked in Adobe Premier doing video editing
- Managed several projects at once and organized them accordingly

Editor in Chief

2019-2020

Yearbook

- Administrative tasks such as managed a team of 40 people creating the school yearbook for 2,500 students, faculty, and staff
- Photographed all aspects of day-to-day high school life
- Designed numerous two-page spreads that were used as templates by other yearbook staff members
- Coordinated with Midway high school administrators to facilitate yearbook outing events such as fieldtrips, skill building exercises and team building exercises
- Taught staff members the proper use of camera equipment and how to operate photo editing software
- Mentored staff on how to properly build a photography and design portfolio
- Worked with our teacher to generate a theme for the entire yearbook to adhere to
- Used marketing strategies and followed consumer trends to increase yearbook sales
- Won *Tops In Texas* for best digital portfolio in all 6A high schools in Texas