

Samuel Lamkin

254-339-8586

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<https://www.samuellamkin.com>

ABOUT ME

I work well under strict deadlines and manage my time efficiently. I am able to plan and organize objectives that require accuracy and precision. I present and explain information that needs to be articulated carefully. I write and edit reports, fact-checking and scrutinizing all aspects of my writing. I follow through on my projects until completion. I am well suited to take on an unofficial leadership role. I motivate people into performing well and guide them to a common goal through positivity and encouragement. I am an attentive listener and a quick learner who enjoys working in a group or individual setting.

EDUCATION

Bachelor of Fine Arts

Major: Journalism, Advertising concentration

Minor: Business Administration

GPA: 3.48

Dean's Academic Honor List 2021

CERTIFICATIONS

Microsoft Excel Certified

EXPERIENCE

Baylor Athletic Communications - Sports Photographer

2022 - Present

- Photograph various sporting events including but not limited to football, basketball, baseball, soccer, tennis and equestrian
- Upload and sort photos as they were taken, often managing over 2,000 photos per event
- Edit dozens of photos which are distributed to official Baylor social media accounts, photos are then posted which reach an estimated audience of 700,000 people
- Edit and distribute photos to student athletes and their families through a program called "Influencer"
- Create multiple editing presets in Adobe Lightroom which allow for faster and more efficient photo processing times

Advertising Campaigns - Client Work

2022 - Present

- Work with clients to produce integrated marketing and advertising campaigns (IMACs) to increase their presence on social media and bring awareness to their brand
- Collaborate with small groups of 5-6 people and coordinate plans as well as research
- Conduct secondary research using various databases and websites to prepare for research proposals
- Communicate with clients to create research proposals
- Conduct primary research in the form of focus groups and surveys
- Place data in graphs and charts for easy interpretation for clients
- Generate a creative brief that defines the brand of the client and displays all research conducted including research methods
- Write executive summaries that take into consideration all aspects of creating an advertising campaign

Graphic Design - Student Work

2023 - 2024

- Created visually appealing designs using Adobe Creative Suite including but not limited to Photoshop, Illustrator and Premier
- Composed journalistic style spreads and layouts for print production
- Designed visually appealing graphic art
- Created a company brand image as well as logo design
- Video production and elements of film using Adobe Premier Rush

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WORK EXPERIENCE

Yearbook - Editor in Chief

2018-2020

- Managed a team of 40 people to create 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
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COMPLIMENTARY SKILLS

Photography

Adobe Creative Suite

Digital Editing

Metadata Writing

Advertising

Research

Graphic Design

Hands on

Communication in fast paced settings

Adaptable

Multitasking

Detail Oriented