

SAMANTHA SHERWOOD

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SUMMARY

Creative professional specializing in graphic design, digital content strategy, and branding. Experienced in developing campaigns that enhance visibility while maintaining a cohesive and recognizable brand identity

WORK EXPERIENCE

WQLN PBS NPR

Digital & Creative Coordinator | January 2025 - Present

- Increased social media engagement by 15% over four months across Facebook, Instagram, and TikTok
- Collaborated on the design and execution of social media campaigns for events like the 'Erie Craft Beer Festival', increasing pre-sale tickets by 50, compared to zero for the previous year's event
- Assisted in filming and editing short-form videos focused on educational content and Erie's history, contributing to a 48,000-view increase on TikTok
- Create eye-catching graphics and write compelling social media captions tailored to each platform, ensuring they resonate with WQLN's audience and drive engagement
- Manage content scheduling and planning for six social media accounts using Hootsuite
- Update the station website, including uploading weekly local radio shows and reviewing community calendar submissions

Multimedia Designer | July 2021 - January 2025

- Designed marketing assets for TV and radio programming, adhering to PBS and NPR branding guidelines
- Collaborated with the education team to design materials and marketing collateral for educational programs, adhering to PBS KIDS brand guidelines, and used by approximately 20 schools in Erie County
- Designed print and digital ads, promotional materials, and sales sheets for over five annual fundraising events
- Led the creation of the monthly program guide sent to 7,500+ members
- Maintained station website, viewed by an average of 1,350 users daily, by updating content, performing regular maintenance, and transitioning to a new CMS platform

Professional Development | PBS Accelerate Cohort Program 2024

I was one of fifteen public media professionals selected for a 7-month program focused on leadership, cross-collaboration, and effective communication. Each individual set a personal goal for the program, and mine was to create platform-specific content to engage WQLN's audience. I met monthly with a mentor to discuss strategy and progress. The program included a "Multiplatform to Omniplatform" course on leveraging multiple platforms to reach audiences, as well as cohort meetings for hands-on case studies on strategic planning, SMART goals, and vision statements.

Design Specialist, City of Erie Mayor's Office | June 2019 - August 2020

- Collaborated with the 'Celebrate Erie' team to update signage and event programs, viewed by over 200,000 attendees, ensuring brand consistency and proper representation of sponsors
- Created high-quality brochures, posters, and other print materials that effectively communicate important information about City of Erie programs while maintaining brand standards
- Coordinated with the in-house print shop to verify appropriate paper selection, ensure high overall quality, and guarantee completion by the deadline
- Led the creative refresh of posters, banners, and flyers for 'Lights Over Lake Erie,' incorporating new branding elements through vector graphics
- Designed social media graphics for the 'City of Erie' and 'Celebrate Erie' Facebook and Instagram accounts

SKILLS

Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Branding & Identity, Page Layout, Typography

Digital Media: Content Strategy, Content Management, Social Media Writing, Hootsuite, Bitespot, WordPress

Technical: Google Drive, Microsoft Office, Microsoft Systems, Mac Systems, Asana

EDUCATION

Mercyhurst University: August 2016 - May 2020, BA Graphic Design