SAMANTHA SHERWOOD

814-384-8374 | samantha97_sherwood@outlook.com | samanthalsherwood.com | linkedin.com/in/samanthalsherwood/

SUMMARY

Creative professional skilled in creating engaging campaigns across digital, print, and broadcast platforms. Passionate about storytelling, creative collaboration, and developing impactful designs that connect brands with their audiences.

WORK EXPERIENCE

Art Director, Engel O'Neill | January 2026 - Present

- Manage multiple client projects simultaneously, serving as the primary point of contact for design requests and deliverables.
- Translate strategic concepts into compelling visual content across digital, print, and video platforms.
- Collaborate with the creative team to develop cohesive marketing strategies and ensure campaign materials align with client objectives and company goals.
- Lead design decisions and communicate with team members to maintain consistency and alignment throughout each project.
- Direct photo shoots and video production for advertising and marketing materials.

Digital & Creative Coordinator, WQLN PBS NPR | January 2025 - January 2026

- Increased social media engagement by 15% in four months across Facebook, Instagram, and TikTok.
- Collaborated on the design and execution of social media campaigns for the Erie Craft Beer Festival, generating 50 presale ticket sales compared to zero the previous year.
- Filmed and edited educational and local history videos, contributing to 48,000 additional TikTok views.
- Created platform-specific graphics and captions and managed six social accounts through Hootsuite.
- Updated the station website, including uploading weekly radio shows and reviewing community calendar submissions.

Multimedia Designer, WQLN PBS NPR | July 2021 - January 2025

- Developed branded marketing assets for TV, radio, and educational programming in accordance with PBS, NPR, and PBS KIDS guidelines.
- Produced educational resources adopted by approximately 20 Erie County schools.
- Created promotional campaigns and sales collateral for 5+ annual fundraising events.
- Led production of the monthly program guide distributed to 7,500+ members.
- Maintained the station website, serving 1,350 daily users, through content updates, routine maintenance, and a CMS transition.

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

- Updated Celebrate Erie signage and programs, viewed by over 200,000 attendees, maintaining brand consistency and sponsor visibility.
- Designed brochures, posters, and print materials promoting City of Erie programs.
- Coordinated with the in-house print shop to ensure print quality, material selection, and on-time delivery.
- Led the refresh of Lights Over Lake Erie posters, banners, and flyers with updated branding and vector graphics.
- Created social media graphics for 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, Britespot, WordPress

Technical: Google Drive, Microsoft Office, Microsoft Systems, Mac Systems, Asana, Monday, Beautiful AI

EDUCATION

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