



SAM LEVENTHAL

EXPERIENCE

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SOCIAL MEDIA



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FLORIDA GATORS ATHLETICS, GAINESVILLE, FL UNIVERSITY ATHLETIC ASSOCIATION, INC.

ASSOCIATE DIRECTOR, CREATIVE MEDIA & BRANDING

JULY 2023-PRESENT

- Serve as a graphic designer for the Athletic Department.
- Aid in oversight of all design elements and strategies
- Cultivate brand strategies alongside creative media counterparts (photography, social media, and videography).
- Work with individual athletic programs (Men's Basketball, Golf, Tennis, Track & Field) to provide effective and efficient communications via social media and through artistic mediums.
- Aid Creative Media & Branding/Creative Services teams in the development and management of student internships.
- Collaborate with our marketing staff to build video board designs (both static and motion) for each home football game in addition to the aforementioned programs.

ASSISTANT DIRECTOR, CREATIVE MEDIA & BRANDING

JULY 2022-AUGUST 2023

- Serve as a graphic designer for the athletic department.
- Work with individual athletic programs (Men's Basketball, Golf, Tennis, Track & Field) to provide effective and efficient communications via social media and through artistic mediums.
- Coordinate with coaching staffs, Sports Information Directors, and Social Media Managers to provide the highest quality content and most accurate information.
- Collaborate with our marketing staff to build video board packages for in-venue entertainment.

SOUTHEASTERN LOUISIANA UNIVERSITY ATHLETICS, HAMMOND, LA SOUTHEASTERN LOUISIANA UNIVERSITY

ASSISTANT DIRECTOR, CREATIVE SERVICES

JULY 2021-JULY 2022

- Served as the resident Graphic Designer and Department/Team Photographer for 14 NCAA Division I Athletic Programs.
- Designed all social media templates, print media, and assets for use by all teams.
- Cultivated social media strategies alongside the Director of Marketing and Assistant Director of Video
- Worked with individual athletic programs to provide effective social media strategies and content daily.
- Coordinated with coaching staffs and Sports Information Directors to provide the highest quality content and most accurate information.
- Developed and engaged with Creative Services and Marketing student workers throughout their internships.

RHODE ISLAND FOOTBALL, KINGSTON, RI

UNIVERSITY OF RHODE ISLAND ATHLETICS

NATIONAL SIGNING DAY GRAPHIC DESIGNER

JANUARY 2021-FEBRUARY 2021

- Crafted National Signing Day templates.
- Created three different types of graphics (preview, individual player, and compilation).
- Coordinated with URI Football staff to gain design approval and feedback.

ARIZONA DIAMONDBACKS, PHOENIX, AZ

SOCIAL MEDIA INTERN

JANUARY 2020-APRIL 2020

- Crafted Tweets to engage with the Diamondbacks fanbase.
- Constructed Wallpaper Wednesday ideas and carried those out to fruition.
- Aided Social Media coordinators in managing digital channels -- D-backs TikTok grew to 14K followers.
- Published Snapchat and Instagram stories during spring training games.
- Brainstormed and created ideas for the mascot social media.
- Participated in weekly content & communications meetings.
- Collaborate with team designers, photographers, and videographers.

EDUCATION

SPRINGFIELD COLLEGE, SPRINGFIELD, MA

BACHELOR OF ARTS; COMMUNICATIONS/SPORTS JOURNALISM

MINORS IN ENGLISH, MARKETING, & SPORTS ANALYTICS

GRADUATED MAY 2019