



CONTACT ME

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(203) 241-3311

ADDRESS

20 Peacock Dr.
Stratford, CT 06614

WEBSITE

sleventhalmedia.com

SAM LEVENTHAL

Dear Ms. Erin Sleddens, Mr. Jesse Clark, and Kansas City Royals staff,

Through my roots in journalism, I became fascinated with telling a story as uniquely as possible. It was not only through my writing, but also my photography, videography, and graphic design that I became obsessed with a world where statistics weren't the sole focus-- but additionally the story of each player and that of the organization. In the role of Social Media Coordinator, I would bring that same dedication to creation, fan engagement, and high-quality production to your team at the Kansas City Royals.

During my recent experience with the Arizona Diamondbacks, I intimately learned the importance of fan engagement by spending a bulk of time connecting with fans over social media, creating new content ideas that would continually build our relationship with them, and creating social media metric reports. My largest idea came to fruition during a custom jersey Wallpaper Wednesday that received over 2,000 submissions.

While fan connectivity was an important part of our culture at Fort Hays State, my main focus was taking a role on social media content production where my most engaged piece turned a men's soccer player into a FIFA cover athlete using Adobe After Effects, Photoshop, and Premiere Pro.

Each of my prior experiences have fostered additional development of professional and personal skills in social analytics, growth, and strategy, creation of engaging content, awareness of brand vision and voice, account management, communication, and leadership.

Given the chance, I believe that my aforementioned skills, successes, and driven nature in accompaniment with my other background has prepared me well to work with your social media team.

Thank you for your time and considering my credentials. It would be a privilege to discuss this role and the value that I would bring each day to your team at the Royals. You can view my online portfolio sleventhalmedia.com and I can be contacted with any questions by emailing sleventhalmedia@gmail.com or by calling (203)241-3311.

Sincerely,

Sam Leventhal



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KEYSKILLS

- Social Media Tools
 - » TweetDeck
 - » Twitter advanced search
 - » YouTube creator studio
 - » Hootsuite
- Analytics Platforms
 - » Twitter studio and reports
 - » Instagram insights
 - » Facebook reports
 - » Google Analytics
- Operating Systems
 - » Mac
 - » PC
 - » IOS
 - » Android
- Adobe Creative Suite
 - » Lightroom Classic & CC
 - » Photoshop
 - » InDesign
 - » Premiere Pro
 - » After Effects
 - » Audition
- Copywriting
- Photo & Video
 - » Studio lighting
 - » Pocket Wizard technology
 - » Canon, Nikon, and Sony DSLRs

RELATED EXPERIENCE:

Arizona Diamondbacks, Phoenix, AZ

Social Media Intern

January 2020-April 2020

- Aided Social Media managers in managing digital channels—growing D-backs TikTok to 14K followers from inception
- Constructed Wallpaper Wednesday ideas receiving 2.1k submissions
- Crafted Tweets and replies to engage with the Diamondbacks fanbase
- Published Snapchat and Instagram stories during spring training games
- Brainstormed and created ideas for the mascot social media
- Participated in weekly content & communications meetings

Fort Hays State University Athletic Department, Hays, KS

Sports Information Intern

August 2019-January 2020

- Increased social media following (500+ Twitter, 400+ Instagram)
- Designed basketball schedule posters, two media guide covers, 3 game day programs, and social media graphics
- Shot and edited soccer, football, and basketball hype videos
- Produced and ran video board graphics during games/matches
- Learned statistical input softwares (Genius and Statcrew)

Legacy Leagues, Trumbull, CT & Johnston, RI

Creative Content Manager

August 2016-August 2019

- Grew an emerging brand on social media (Instagram: 1.4K followers)
- Supervised 42 interns from 2016-to-present
- Managed directly photography and graphic design interns (4 interns)
- Created team logos, league apparel and templates for social media graphics
- Shot and edited promo videos
- Organized weekly content scheduling

Springfield College Communications Department, Springfield, MA

Student Photographer/Videographer

September 2016-May 2019

- Provided thousands of campus event photos for the college's online portal, publications, and Flickr
- Shot photos of marquee players at the Spalding Hoophall Classic (Zion Williamson, Cole Anthony, Onyeka Okungwu, Bol Bol, and more)

The Springfield Student, Springfield, MA

Photo & Design Editor/Staff Writer

August 2016-May 2019

- Created graphics using Photoshop, Lightroom, and After Effects
- Served as the lead designer of Pride Sports Journal and Men's Volleyball beat writer
- Wrote game and feature articles for various sports and events
- Crafted Search Engine Optimization for weekly Wordpress posts

EDUCATION:

Springfield College, Springfield, MA

Bachelor of Arts in Communications/Sport Journalism

May 2019

Minors in English, Marketing, and Sports Analytics

Cumulative GPA:

3.72/4.0

AWARDS:

- 2016 East Coast Region Men's Volleyball Reporter of the Year (Awarded by Off the Block; first-ever and only to come from a Division III institution)