

# Sam Garland

## COMMUNICATIONS STRATEGIST

Ithaca, NY 

samgarland5@hotmail.com 

linkedin.com/in/samantha-garland-543a1241 

www.StrategiesWithSam.com 

### EDUCATION

#### Columbia University in NYC

Bachelor of Arts

Dean's List

### PROFESSIONAL SKILLS

- Website Design
- Email Newsletters
- Press Releases
- Annual Impact Reports
- Project Reports
- Event Planning
- Social Media Assets

### TECHNICAL SKILLS

- Wix (website + newsletter)
- Squarespace (website + newsletter)
- Mailchimp
- Google Suite
- Canva
- Loom
- Microsoft Programs
- Zoom
- Copper CRM

### LANGUAGE SKILLS

- English
- French
- Spanish (Conversational)

### SUMMARY

While working as a Director of Finance for a NYC-based non-profit, I've contracted with other non-profits and small businesses to develop websites, create communication plans, strategize on branding and USP, and consult on major donor cultivation strategies.

Coming from a theater & film background in NYC, I have created press kits, press releases, EPK's, social media assets, and websites for various projects in the past 15 years.

### WORK EXPERIENCE

#### URO (Ultimate Re-Entry Opportunity)

*[Non-Profit Systemic Change Agent for Re-Entry Services]*

2024-2025

- Redesigned website: capturing the history, the theory of change, & the programming, to weave it all together into a holistic, engaging story
- Graphic designed 40-page academic paper for engagement; and created summary 2-pagers for broad distribution
- Created 1-pagers to promote re-entry initiatives to local employers
- Planned & executed community breakfast to launch the 40-page report, along with a 3-person panel to share the findings; invited interested parties, journalists, and grant managers
- Planned and executed awards ceremony to celebrate team members & thank community supporters
- Planned & executed 2-day Summit bringing together 90+ guests from non-profits, social services & businesses to discuss the challenges to Re-Entry and identify pathways forward; connected with journalists and legislators for the Summit to bring press and legitimacy to our work.

#### Healthy Food For All

*[Non-Profit Low/No Cost CSA Shares]*

2025

- Build annual appeal timeline & work plan for SM and postal mailings
- Write & design 4-page postal appeal & impact report
- Write & design e-solicitations & social media assets for Giving Tuesday and year end appeal

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### PROFESSIONAL DEVELOPMENT

#### Managing to Change the World

The Management Center  
(January 2022)

#### Affinity Groups Leadership Training

Authentic Seeds  
(May - December 2023)

#### Remaking the Economy:

#### Liberating Finance to Build a Better World

Nonprofit Quarterly  
(November 2024)

#### Self Coaching Scholars Program

The Life Coach School  
(October 2019 - December 2024)

#### Tompkins County Restorative Justice Training

Center for Court Innovation  
(October 2024)

### OAR Tompkins County

*[Non-Profit Re-Entry Services]*

2025

- Rebuild website: writing copy, organizing existing text and photos, categorizing programming, ToC, & Unique Selling Proposition (USP), creating a cohesive understanding of the mission and the work
- Launch monthly newsletter: identifying stories to tell, ways to build visibility in the community, and to stay top of mind with donors & grant managers
- Import gmail contacts into Wix platform, including data cleanup, for email newsletter debut

### Wild Indigo

*[Cottage Rental Property]*

2023 - 2025

- Created website: promoting the cottage & the area's activities and attractions; integrated Google calendar for bookings
- Designed print assets: postcards & flyers
- Launched quarterly newsletter, building on relationships with prior tenants for repeat rentals

### First Date/ Last Call

*[YouTube World Premiere]*

2020

- Partnered with the American Association for Suicidology to premiere an 8-minute short film - highlighting the impacts of suicide on those left behind - to their YouTube channel
- Brought 4 experts together for a live panel to discuss suicide, its effects, and its prevention - online after the film's premiere
- Introduced the film and moderated the panel
- Designed SM assets promoting the film & suicide prevention stats and info - with video and graphics; mapping a release calendar for both co-producers
- Created & managed all invitations and RSVP links, promoting across platforms

### OTHER

- Dual Citizenship
  - USA & Canada
- Experience living in Asia and Europe