

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

Sam Garland

COMMUNICATIONS STRATEGIST

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)

OTHER

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

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