

SAMUEL C. PETERSON

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Work

• 2017-present · [EdSurge](#) / [ISTE](#) ·

Managing Editor, EdSurge Solutions Studio

- **Role:** Bringing to bear years of experience as a classroom teacher and a tech startup factotum, I develop engaging, [multi-format storytelling campaigns](#) designed to position high-profile clients as thought leaders and problem solvers in the realm of K-16 education.
- **Responsibilities:** oversee all aspects of client relationships; develop multi-phase content marketing campaigns; maintain sponsored content publishing calendar; mentor contributing writers; manage freelance writers and designers; [write](#), edit, publish, and promote all-original content; forecast and maintain team budget; liaise with team leads across the organization to improve cross-functional processes and communication

• 2013-2018 · [8tracks](#) ·

Community Manager & Customer Support Lead

- **Role:** Stepping away from education for a time, I indulged in a passion project at an internet radio startup where I oversaw a global digital community of 18M musicians, DJs, and fans, encouraging unique content creation, artistic collaboration, and productive social interaction.
- **Responsibilities:** developed numerous community engagement programs; managed social media and content marketing teams; wrote and edited copy for various public-facing platforms; monitored functionality of mobile apps and website; tracked, troubleshooted, and resolved user concerns—both technical and legal

• 2010-2012 · [Virginia Commonwealth University](#) ·

Study Abroad Program Director

- **Role:** Years after participating in a [Spanish language immersion](#) study abroad that transformed my undergrad experience, I returned to lead new groups of students to Antigua, Guatemala for that very same program.
- **Responsibilities:** coordinated budget, bookkeeping, travel, homestays, cultural events, and course credits for all participants; taught an introductory course on Mayan culture and history

• 2006-2014 · [Douglas S. Freeman High School](#) ·

Lead Spanish Teacher

- **Role:** I became the lead teacher on a team of five Spanish teachers, coordinating the pacing and scaffolding of course content to facilitate appropriate student advancement through the language program.
- **Responsibilities:** developed original curriculum for—and taught—all sections of Spanish 4-Honors and 5-AP; mentored colleagues and offered professional development aimed at increasing edtech integration; sponsored numerous student clubs, honor societies, and philanthropic or extracurricular groups; served on school-wide committees charged with campus safety, edtech adoption, college recommendations, and scholarship awards

• 2003-2006 · [Bronx High School of Science](#) ·

Spanish Teacher

- **Role:** I began my teaching career as an [NYC Teaching Fellow](#) while pursuing my master's in education.
- **Responsibilities:** taught Spanish levels 1-3; initiated several interdepartmental, cross-curricular academic projects; sponsored multiple extracurricular clubs; supervised nationally touring speech and debate team

Education

Lehman College (City University of New York)

Master of Arts, Spanish/Education

Virginia Commonwealth University

Bachelor of Arts, Foreign Languages (Spanish); Minor: Fine Arts (sculpture)

Personal

I'm often described as an adventurous soul. Originally from a small, coastal town in Maine, I left at the age of fifteen and have been wandering ever since. I once sailed across the Atlantic Ocean—from Mallorca to Trinidad—with a group of five friends. I've worked, studied, or lived in more than twenty countries across four continents and spent much of that time immersed in the culture and customs of the Spanish-speaking world. Most recently, my wife and I have relocated to Virginia after spending six years on the west coast.

An insatiable consumer of art in every form, I love creative pursuits of all kinds and am willing to try my hand at anything at least once. My crowning achievement to date is the [post-and-beam house that I built with my father](#) a few years back. I'm an avid—and genre agnostic—reader and have edited works ranging from personal memoirs to [space opera novellas](#). I'm also a registered ASCAP music performer and have contributed guest vocals to [multiple cinematic scores](#) (and innumerable karaoke bars).

If you place a plate of brownies in front of me, I will eat until they are gone or I pass out. But I'm otherwise fairly health-conscious and always on the lookout for new ways to combine fitness and philanthropy, such as cycling fundraisers to support local food banks or ALS and cancer research, or using my absolute favorite exercise-tracking app, [Charity Miles](#). I'm also keenly interested in behavioral economics and am ever on the hunt for opportunities to wield this weapon in the fight for social, economic, and environmental justice.