

## Samuel Yeoman, B.A.

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### SUMMARY

Versatile copywriter thrilling clients for over 5 years with compelling, engaging, crisp copy for media outlets and advertising agencies. Quick to develop unbiased, fact rich content that translates complex ideas into easily accessible and consumable media content.

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### SKILLS AND QUALIFICATIONS

Experience writing and managing content for a multinational software corporation, digital marketing agencies, major city editorials and design agencies.

**Expert in:** Consumer Good Commercial Script Writing, B2B Tech Writing, Branding Content, Web Content Creation, Blogging, Social Media Copy, Google AdWords, Long Form Journalistic Writing and Reporting, Research, Copy Editing, QA, Proof Reading, Interviewing, Fact Checking and News Reporting.

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### PROFESSIONAL EXPERIENCE

**Splash Worldwide**, Portland, OR

***Copywriter/QA Specialist***

Commercial script writing for brands such as Coleman and Newell 11/2017 - Present  
QA/proof reading/editing extensive AICPA financial documents for print and digital

**SAP SE**, Remote (Under Contract) 12/2015 – 12/2017

***Marketing Content Manager***

Content editing/curating/creation for SAP's Vision & Purpose site  
Extensive research and competitive analysis reporting  
Thought leading blog writing  
Managing content pipeline for SAP Purpose-driven business initiatives  
SAP ESPRESSO content tagging and implementation

**Comcast Corporation**, Philadelphia, PA (Under Contract) 6/2015 – 7/2017

***Content and Data Quality Editor***

Approve, match, link, relate and enhance program metadata  
Content creation of synopses for movies, TV, sports and music  
Review assigned networks and genres on products using entertainment metadata  
Review reports to ensure customers are receiving high quality entertainment data

**Octo Design Group**, Philadelphia, PA 2/2015 –  
5/2015

***Freelance Copywriter***

Created web content for proprietary landing and home page  
Managed content strategy for a website overhaul  
Developed and deployed email marketing campaigns  
Audited design group's complete content library

**Founders Medical Practice**, Philadelphia, PA 9/2013 –  
11/2014

***Digital Copywriter***

Designed, controlled and managed practice website, including content

creation and editing, video production, video script writing and video editing  
Wrote patient letters and aided practice supervisor  
Implemented inter-office communication platform

**Level Interactive Digital Marketing Agency**, Pittsburgh, PA

10/2012 – 4/2013

***Digital Copywriter/Content Specialist***

Increased school exposure by utilizing Google Ad words and Yahoo Bing Ad Network to increase the click through rate of ad copy for North Central University  
Managed web content, Ad and SEO copywriting for all agency clients  
Managed social media campaigns  
Copy editing  
Commercial script writing

Developed and managed email marketing campaigns

***Intern***

6/2012 – 9/2012

Responsibilities included proofreading, researching and blogging  
Assisted with client presentations

**INTERNSHIPS**

**Philadelphia City Paper**, Philadelphia, PA

12/2014 – 3/2015

Responsible for fact checking articles  
Pitching new ideas for print and online articles  
Blogging and reporting

**The Sports Tribune**  
7/2014

11/2013 –

Responsible for reading, vetting and formatting sports articles in MS Excel

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**EDUCATION**

University of Pittsburgh, Pittsburgh, PA  
2012

2008 –

Bachelor of Arts in Journalism with a minor in Spanish

**Education Abroad:** Spain, Italy, France, and Morocco. Spent 1 semester taking college level courses while sailing on an 112ft schooner, sailing all throughout the Mediterranean Sea, across the Atlantic Ocean, ending in the Caribbean islands. Courses included leadership, basic seamanship, marine biology and oceanography. Earned an advanced scuba diving certification simultaneously.

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**CERTIFICATIONS:**



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WRITING PORTFOLIO: [Professional Writing Portfolio: Sam Yeoman](#)