

SAMUEL WALTERS

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Sports communication professional with experience in media relations, feature writing, and digital content strategy across collegiate and local athletics. Skilled in AP Style, interviewing, and social media management, with a proven ability to collaborate with athletic departments and deliver engaging content for large audiences. Recognized for adaptability, creativity, and building strong relationships with athletes, coaches, and media.

WORK EXPERIENCE

Feature Writer, Clemson Athletics

April 2025 - Present

- Collaborating with directors across the sport programs to create stories for quarterly magazines, which earn tens of thousands of views per publication
- Interviewing student athletes to write articles about players, games, sports, and the programs
- Work alongside current Communications employees developing ideas while assisting in communication duties

Sports Reporter Student Employee, TheClemsonInsider

May 2024 - Present

- Conducting dozens of interviews across all Clemson University sports
- Publish insightful and detailed articles on games, breaking news, events, and feature stories, earning tens of thousands of page views
- Followed and reported on 2023 National Championship Clemson Soccer team
- Covered 2024 ACC Championship game (Clemson vs. SMU) and ACC Kickoff 2025, both in Charlotte, NC

Freelance Journalist, The (Seneca) Journal

August 2024 - Present

- Tasked with tracking statistics for high school football games to be published in a city-wide newspaper, which reaches 10,000+ viewers per paper
- Assigned writing projects for games to be published both online and in physical print
- Making game previews for football and basketball games across Oconee, Pickens, and Anderson counties

Chief Editor & Social Media Manager, DeepDive Sports

December 2023 - December 2024

- Created and ran a sports media website that earned hundreds of views and incorporated Google Analytics for optimal tracking
- Managed and operated an Instagram page that earned 2+ million views across hundreds of posts and videos
- Wrote detailed sports analyses on NFL, NBA, and NCAA Sports teams for viewers

EDUCATION

Bachelors in Sports Communication, Clemson University

August 2023 - December 2025

- College of Behavioral, Social, and Health Sciences
- Minor in Athletic Leadership, receiving courses on coaching instruction, injury management, and sport psychology
- President's List (4.0 GPA) - Fall 2023; Dean's List (3.5+ GPA) - Spring 2024, Fall 2025

ADDITIONAL INFORMATION

- **Technical Skills:** AP Style, Interviewing, Reporting, Public Speaking, Writing, Canva, Word, Adobe Products, Google Analytics, Major Social Media, Website Creation
- **Certifications:** Fundamentals of Coaching (NFHS), CPR & AED Training (NFHS), First Aid, Health and Safety (NFHS)
- **Awards/Activities:** Audio Editor for Fellowship of Christian Athletes at Clemson, Worship Team Member at Cannon Church