

Samantha DeFily

CONTACT

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[Portfolio](#)

EDUCATION

The University of Iowa

BA - Journalism and Mass
Communication

BA - Sports Media and Culture

SKILLS

- Adobe Photoshop,
Lightroom, InDesign, and
PhotoMechanic
- Wordpress
- Verbal & written
communication
- Teamwork & collaboration
- Work ethic
- Leadership

LANGUAGES

- English (Fluent)
- American Sign Language
(Intermediate)



WORK EXPERIENCE

The Daily Iowan

Creative Director

JULY 2026 - PRESENT

- Lead visual strategy and multimedia production, overseeing film and photography across digital and print platforms.
- Direct and mentor visual staff, assigning coverage and providing feedback on photography, videography, editing, and visual storytelling.
- Collaborate with reporters, editors, and newsroom leadership to develop compelling visual narratives for all sections.
- Oversee visual coverage of Iowa athletics, producing and directing multimedia content designed to capture the atmosphere, emotion, and storytelling moments of live sporting events.

Visuals Editor

JULY 2025 - JUNE 2026

- Reviewed applications and conducted interviews for new visuals staff.
- Lead weekly budget meetings for distributing assignments.
- Advocate for space for photos in print when stories have strong visuals, as well as coordinating with section editors to ensure strong visuals in all upcoming pieces and with digital editors to ensure multimedia presence in enterprise stories.
- Direct photo selection across platforms.

Photojournalist

FEBRUARY 2025 - JUNE 2025

- Worked with writers to take photos for 2-3 assignments a week to accompany day-to-day online and in-print stories.
- Created photo slideshows for sports and pitched a long-form project for a web photo story.
- Participated in weekly photo critiques to develop visual ideas and technique.

London Youth Games

Part-time Summer Intern

JUNE 2026 - JULY 2026

- Produced and edited short-form video content for Instagram Reels, TikTok, and LinkedIn, taking projects from concept and event coverage through publication, and generating 30,000+ impressions across platforms.
- Covered LYG competitions across London, conducting athlete and team manager interviews, and creating multimedia stories highlighting the experiences and impact of youth sport.
- Edited and curated hundreds of event photographs using Adobe Photoshop, creating social media photo dumps and visual content that generated 20,000+ Instagram impressions.
- Edited raw footage from competitions, interviews, and previous LYG events into engaging social media videos, using narrative structure, pacing, captions, and platform-specific editing to generate 23,000+ impressions.