

Portfolio

SamanthaSchlemm.com

Education

Johns Hopkins University
Baltimore, MD

M.A. Writing, Creative
Nonfiction—December 2021

Quinnipiac University
Hamden, CT

B.A. English & Interactive Digital
Design—May 2011

University of Westminster
London, UK

Semester Abroad—2010

Recognition

**Award-winning campaigns
for Havas Lynx:**

OMMA, MM&M, The Rx Club, DTC
National, W3, PM360 Trailblazer

**Award-winning
video for Bozzuto:**

AIM Video Awards, Telly Awards

Certification

Copyblogger

Certified Content Marketer—2018 & 2019

Additional Skills

- Microsoft Office, Adobe Creative Suite, and basic HTML
- Translates “strategy-speak” to “people-speak”
- Slashes character-counts

Copywriting & Editorial Experience

UNDER ARMOUR (BALTIMORE, MD)

Senior Creative Lead (ACD)—Jul. 2018 to Present

- Transform creative marketing briefs into effective global campaigns—from concept to photo shoot to final execution
- Lead and collaborate with a talented team of copywriters, art directors, producers, content creators, editors, and agency partners to put our audience first as we build strategic brand content that drives action
- Know the brand voice inside and out. Craft messaging that connects with our audience and fits the needs of different platforms and channels
- Mentor and edit junior copywriters’ messaging and concept ideas to help them learn the brand voice and hone their own creative skills
- Research and interview athletes, mining transcripts to bring real stories to life with the social, design, production, and communications teams

THE BOZZUTO GROUP (GREENBELT, MD)

Senior Creative Copy Manager—Nov. 2016 to Jul. 2018

- Created all digital and print content for blogs, emails, videos, ads, signage, executive speeches, events, and more
- Led the messaging for a complete website redesign, while collaborating with the design team on art direction and photography
- Managed company-wide creative task force that concepted, wrote, and edited a 36-page quarterly employee and B2B publication
- Educated and trained co-workers on content, copywriting, and strategic branding best practices
- Guided interns as they learned copywriting 101, adopted our brand voice, and wrote more than 250 new property descriptions for Bozzuto.com

HAVAS LYNX (NEW YORK, NY)

Associate Creative Director—Mar. 2016 to Nov. 2016

Senior Copywriter—Jul. 2015 to Mar. 2016

Copywriter—Oct. 2012 to Jun. 2015

- Collaborated with creative, strategy, IA/UX, and account teams to develop unique concepts, tactics, video scripts, and new business pitches that felt more like an experience than advertising
- Created brand identities, style guides, and comprehensive stories based on category and target insights
- Engaged various audiences in digital and print channels by understanding each target’s persona, simplifying complicated topics, and developing cohesive ecosystems that wove the target’s voice into campaigns

PALM PUBLISHING (NORWALK, CT)

Editor—Mar. 2012 to Sept. 2012

- Assessed and edited new novelty board and traditional picture books for preschoolers, as well as leveled early elementary readers
- Generated book concepts, promotional materials, and cover copy
- Managed authors, illustrators, designers, and licensors such as the Smithsonian Institution

