

## **SAM EL-AKER** **DIGITAL MEDIA PRO**

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### **SUMMARY**

**Personal Qualities:** Detail-oriented, deadline-driven, solution-focused, creative-eyed, technically-minded, research-savvy, self-starter, adaptable, friendly

**Tech & Creative Skills:** Project management, multifaceted writing, CMS, graphic design, video editing, content creation, SEO, AI tools, marketing, social media management, anchoring, voice over

### **Software & Systems:**

WordPress, Cascade Server, Microsoft Office Suite, Adobe Suite, SharePoint, HTML, CSS, ChatGPT, G Suite, MailChimp, Canva, Slack, Basecamp, Hootsuite, Windows, iOS, iPadOS, Android, macOS, ChromeOS

### **PROFESSIONAL SUMMARY**

Seasoned digital media veteran with 16 years of CMS experience, 21 as a writer, 10 with SEO, 12 with social media management, 21 producing graphics for the web, 2 with AI tools like ChatGPT, and 15 with photo and video editing. Adobe and Microsoft suite native.

Twelve years of experience working remotely (one to five days a week), leveraging better equipment, preferable lighting, and the quieter environment that is more conducive to productivity than the distractions of most offices.

### **EXPERIENCE**

#### **AI ANALYST - TELUS INTERNATIONAL (2024 > PRESENT)**

Created and managed content for the College's digital media system, website, and intranet. Search engine-optimized changes and updates made via the Cascade Server and SharePoint CMS, and Adobe and Microsoft suite of applications. Also contributed to College publications, such as The Daily Flyer (content creation, back end support, and ensuring Section 508 compliance) and NOVA Insider, using the WordPress CMS and email list managers like MailChimp. Aided web services team with content migration for website redesigns in 2015 and again in 2024.

#### **CREATOR/PRODUCER – ESTHETECH (2018 > PRESENT)**

Founded this gadget-centric YouTube channel with over 60,000 monthly views and 8,000 subscribers, and growing. Hosted every episode to date. Created the logo, website, and all episodes using applications such as LumaFusion, Adobe Premier, Adobe Photoshop, and more. (<https://esthe.tech>)

#### **WEB CONTENT SPECIALIST – NORTHERN VIRGINIA COMMUNITY COLLEGE (2015 > 2024)**

Created and managed content for the College's digital media system, website, and intranet. Search engine-optimized changes and updates made via the Cascade Server and SharePoint CMS, and Adobe and Microsoft suite of applications. Also contributed to College publications, such as The Daily Flyer (content creation, back end support, and ensuring Section 508 compliance) and NOVA Insider, using the WordPress CMS and email list managers like MailChimp. Aided web services team with content migration for website redesigns in 2015 and again in 2024.

#### **WRITER/EDITOR - KINGFUT (2013 > 2016)**

Regularly produced and edited content for this leading regional sports news portal.

## ABOUT ME

I love tech! I carry both my favorite Android flagship and my favorite iPhone with me. I also love sports, and frequently fall down YouTube and Wikipedia rabbit holes.

## REFERENCES

**Kimberly Evering**

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## **SOCIAL MEDIA MANAGER – NORTHERN VIRGINIA COMMUNITY COLLEGE (2012 > 2015)**

Helped manage and expand the social media footprint of one of the ten largest community college systems in the country, disseminating information and interacting with students – current and prospective – on a daily basis. Steadily grew fan and follower numbers (Facebook and Twitter) by thousands, exponentially increasing reach.

Launched other social media presences for the College from scratch, including Instagram and Pinterest. In this time, NOVA reached top three status among all community colleges in combined followership on major social media platforms. Also contributed to NOVA Insider and managed the College's digital signage system. Ideated "Nighthawks" nickname for the College and its athletic program.

## **WRITER – DEMAND MEDIA (2011 > 2012)**

Created informative and instructional material for this content distribution portal. Demand Media (now Leaf Group) publishes content to well-established web presences like eHow.com, USAToday.com, and LiveStrong.com.

## **ANCHOR/EDITOR – CREATIVE EDGE (2010 > 2011)**

Anchored live news broadcasts for English language Saudi Arabian Channel 2. Also contributed to daily gathering and editing of news materials for broadcast, and contributed to Al Iqtisadiya (Saudi Arabia Financial Channel).

## **PROJECT MANAGER – THE BIVINGS GROUP (2008 > 2009)**

Managed existing client websites and various projects from scratch for this Washington DC-based web firm. Worked with and directed a team of programmers and designers to complete tasks as required. Duties also included social media management, HTML coding; and work with Dreamweaver, Adobe Photoshop, and Microsoft Office applications. Worked extensively with in-house and industry-leading Content Management Systems such as Drupal and WordPress. Utilized Google Analytics, Google AdWords, and Basecamp.

## EDUCATION

### **WEST VIRGINIA UNIVERSITY (2007)**

BS, Journalism/Broadcast News; Minor in Communication Studies. Coursework included Website Design and Content Management, Broadcast Field Reporting, Print Beat Reporting, and Multimedia Reporting.

## WORK SAMPLES

AVAILABLE AT <https://www.elaker.com>