

# NANCY C. SAMPSON

Durham, NC 27701 | [linkedin.com/in/nancycsampson](https://www.linkedin.com/in/nancycsampson) | [nancydraws.com](https://nancydraws.com)

## PROFESSIONAL SUMMARY

**Content Marketing & Creative Project Management Expert** with 15+ years of success in research, higher-education, publishing, and nonprofit sectors. Applies communication strategies to simplify complex information, promote brand awareness, and build community. Leverages rich background of entrepreneurial, visual creativity, project management, and storytelling skills to enhance daily processes and collaborate to produce engaging deliverables across a variety of platforms in cross-functional, deadline-heavy environments.

## KEY SKILLS

- Editorial Calendar and Deadline Management
- Vendor Research and Management
- Content and Workflow Management
- Writing and Editing
- Branding & Brand Awareness
- Relationship Building
- Graphic Design
- Marketing Campaign Strategy

## TECHNICAL SKILLS

- Design: Adobe Creative Cloud, Canva
- Documentation: Microsoft 365 and Google Drive
- Productivity: CMS, Trello, Asana, Smartsheet
- Web Design: WordPress, Wix, HTML
- Email: MailChimp, Klayvio, Outlook
- Social Media: Meta Business, LinkedIn, YouTube

## EMPLOYMENT EXPERIENCE

### Marketing Content Consultant, Durham, NC

2022 to Present

Content management, creation, and strategy for print, social media, and online promotions. Reinforce brand identity and engage audiences; improve user experience and internal processes.

**Client Examples:** RTI International, 2MQ: Aviation Business Consulting, Duke University Human Resources, Duke Office of Durham and Community Affairs, *Departures* magazine (American Express), North Carolina Captive Insurance Association, UNC Development Communications

- Oversaw a website migration and redesign in support of strategic goals; improved user experience and engagement
- Applied brand-focused graphic design, presentations, photography, and video editing to promote an annual conference
- Improved CTR and increased revenue attributed to email campaigns by 102% through campaign strategy, audience segmentation, and execution based on client mission, goals, and KPIs
- Customized a new workflow and CMS as administrator; trained team members, provided application support, and quickly adapted processes to meet deadlines
- Applied accessibility guidelines to reformat and update a 270-page Summary Plan Description, incorporating edits from multiple stakeholders
- Established editorial calendar and built brand awareness by planning, researching, creating, and scheduling brand-focused visual and written content for 150+ social media posts to synthesize with SEO and SEM
- Wrote and edited 40+ items of web content to communicate international project impacts and simplify complex information

### Marketing Content Manager, Marketing and Communications Team, Research Triangle Foundation (RTF)

Research Triangle Park, NC

06/2021 to 03/2022

Strategized and produced multibrand, public-facing content on the evolution of Research Triangle Park.

- Planned and implemented layouts, SEO, and metadata for RTP.org sites
- Initiated a LinkedIn campaign that significantly increased content published for Frontier RTP: delivered 8% average click-through rate (against 2% goal) and boosted follower count
- Advised department director on \$25,000 of promotional spending after review and analysis of vendor offers based on scope, budget, and audience

- Wrote or edited hundreds of social media posts and event announcements, 50+ newsletters, as well as blog articles, press releases, and other ad-hoc collateral to execute content strategy
- Implemented and maintained compliance to brand guidelines and policies
- Served on the RTP diversity, equity, & inclusion (DEI) committee

#### **Content Specialist, Journals Production, Duke University Press, Durham, NC**

2017 to 2021

Managed preparation of up to 30 simultaneous projects from start to finish, each with multiple stakeholders, strict deadlines, limited budget, and complex resources.

- Consistently met or exceeded goal of publishing 80%+ managed journals on time
- Primary contact for authors, contributors, editors, and thought leaders; assessed project materials, then assigned work to internal team members and vendors
- Trained and guided contributors in interpreting and navigating complex requirements and policies around copyright laws and permissions
- Designed typography graphics for journal covers using Adobe InDesign
- Defined goals, negotiated deadlines, anticipated risks/delays, and tracked project metrics
- Communicated details and instructions clearly for internal and external team members to improve productivity and effectiveness of next steps

#### **Content Specialist, Vanity Fair, Condé Nast, New York, NY**

2001 to 2016

On-site freelance role managing content and publishing process to meet deadlines.

- Delivered consistently high-quality content, copy, and page design in collaboration with editors and designers for audience of more than two million print/digital subscribers
- Maintained archival content and resources on the digital content management system
- Handled and met time-sensitive deliverables involving stakeholder input from multiple departments, including research, editorial, design, and printing
- Onboarded and trained 10 new staff members

### **VOLUNTEER EXPERIENCE**

#### **Co-Chair, Board of Directors, Batalá Durham, Durham, NC**

2020 to 2022

- Revised mission statement and made decisions about bylaws, standard operating procedures, and communication protocols for public interaction, and advise internal committees.

#### **Marketing Volunteer, Roots Durham Farmers' Market, Durham, NC**

04/2019 to 11/2019

- Developed and managed weekly original content for social media and website to engage customers, secured media placement, and forged community partnerships.

### **EDUCATION**

- **Bachelor of Fine Arts (BFA) in Illustration and Photography**, Syracuse University, Syracuse, NY

### **PROFESSIONAL DEVELOPMENT**

- Web Analytics Certification, Mindedge Learning & American Marketing Association 2023
- DEI for Marketers, The Diversity Movement & American Marketing Association 2023
- Durham Organizing Against Racism (OAR) 2018 to Present
  - Co-Facilitator, 01/2024 to Present
  - Share and analyze approaches to interpersonal and systemic racism in group discussion.
- American Marketing Association (AMA), NC Triangle Chapter 2020 to Present
- Been Here, Still Here: Anti-Islamophobia Workshop, Duke Center for Muslim Life 2020
- Anti-Racism Workshop, Phase One, Racial Equity Institute 2018