

SAM SCHMIR

Washington, DC • sam@schmir.me

WORK EXPERIENCE

THE WHITE HOUSE

Washington, DC

Digital Engagement Coordinator

March 2023 – January 2025

- Built and managed relationships with 300+ digital creators, influencers, and media brands, launching a first-of-its-kind influencer program within the Executive Branch that expanded audience reach and increased engagement
- Developed and executed digital engagement strategies by planning and managing 50+ influencer engagements aligned with key policy priorities and messaging goals to facilitate high-visibility interactions with the President, Vice President, First Lady, Second Gentleman, Cabinet members, and other senior officials
- Oversaw on-the-ground logistics for key creator engagements, ensuring seamless event execution and delivering positive experiences for guests
- Tracked and analyzed social media performance metrics from events, delivering summary reports to senior staff that highlighted how strategies successfully engaged audiences traditionally less interested in politics
- Collaborated with internal teams to enhance the user experience of WhiteHouse.gov, including designing legacy-focused pages that highlighted the accomplishments of the Biden-Harris Administration
- Pitched, produced, and delivered video and photo products for @WhiteHouse and @POTUS social media channels, driving 90M+ impressions and amplifying key administration messaging through innovative and culturally relevant approaches

GEN-Z FOR CHANGE

Remote

Director of Marketing and Communications

October 2020 – March 2023

- Directed content strategy and social media presence, resulting in significant follower growth and an increase in engagement on the @genzforchange platform
- Collaborated with external partners to activate a large email subscriber base, leading to a boost in campaign engagement
- Drafted press releases during rapid response moments, also ensuring all press inquiries were directed to the appropriate member of leadership
- Spearheaded brand development initiatives that amplified organizational recognition
- Traveled nationwide as the organization's lead photographer and videographer, capturing content that authentically portrayed the organization's mission and values, increasing audience connection and engagement

AMNESTY INTERNATIONAL

Remote

Global Social Media Coordinator

May 2022 - October 2022

- Helped manage Amnesty's global editorial calendar, ensuring timely and strategic content distribution
- Assisted the Global Social Media Manager in content creation, curation, and distribution across Amnesty's non-owned and operated digital properties
- Drafted content during rapid response moments, producing timely and impactful posts to inform audiences
- Produced short-form video content to increase brand awareness and target additional audiences
- Conducted community management across multiple platforms, fostering audience engagement
- Assisted in maintaining and optimizing long-term content strategies, with a focus on evergreen content to sustain audience engagement

18BY VOTE

Remote

Digital Media Manager

June 2021 - October 2022

- Led a team to manage and grow the organization's social media presence, achieving an increase in youth engagement across multiple platforms
- Developed and executed youth-oriented digital strategies, enhancing outreach and fostering a community of young voters
- Assisted the Executive Director in developing high-impact social media programs, resulting in increased awareness and engagement for civic initiatives

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Manchester, NH

Bachelor of Science, Major in Marketing

2018 - 2022