**Jutson-Buddy** **Sampson**

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Professional Summary

Providing over 18 years of experience as a Proofreader, Communications and Platform Manager, Content Manager, Journalist, Copy Editor, Content Strategist, Copywriter and Communications Specialist. Skilled at managing teams and marketing to multiple demographics. Strongly committed to service excellence, client satisfaction, and team collaboration. Progressive experience supporting top leaders in strategic planning, organization, and management of agendas in alignment with corporate objectives.

Skills

* B2B and B2C writing.
* Advertising and Marketing- Conceptualize advertising copy and branding.
* AP & Chicago Manual of Style, Copy Editing, Proofreading.
* MS Office Suite, PowerPoint, MS Word, Outlook, Lotus Notes, Excel, WordPress.
* Social Media Strategy-Proficient in social media targeting campaigns, including Facebook, Twitter, Instagram, Digg.
* Effective Communication Skills; excellent written and oral interpersonal skills.
* Publicity and Press Release Writing.
* Bilingual Spanish.

Work History

THE SCOOP LA, The Scoop Newspaper, Publisher/Journalist/Proofreader/Senior Editor, 2008 to present

* Responsible for the editorial direction and online publishing of a historic community newspaper.
* Content Strategist- determined editorial balance for maximum conversions of sales.
* Delegated and tracked each staff member's assignments to ensure deadline adherence.
* Proofreader- proofread writer submissions, making sure articles adhered to AP standards.
* Used Google Analytics to track advertising conversions.
* Developed and directed targeted campaigns by buying Facebook ads; wrote targeted press submissions for a fundraiser for Children’s Hospital Los Angeles, raising hundreds of toys.
* Managed and oversee social media strategy and planning, including for Instagram, Facebook and Twitter applications.
* Hired, trained, and provided daily direction for 5 employees.
* Administrative duties, including writing correspondence using MS Word, designing Excel spreadsheets and developing presentations, using PowerPoint.

**INGRAM CORPORATION c/o Career Strategies, Product Description Writer,** 5/2014-1/2015

* Collected pre-written online content for rewriting audio/visual product descriptions.
* Spearheaded advertising campaigns based on current jargon and market trends.
* Proofread documents for accuracy and style coherence.
* Excelled in collecting pre-written online content for audio/visual products, rewriting product descriptions for wholesalers and retailers. Verified pricing of products; quality control, editing and proofreading.
* Worked on a special marketing project and assisted in developing market strategy. Completed assignment prior to deadline and under budget. Data entry under strict deadlines.

VUBIQUITY INC., c/o RemX Staffing, Metadata Coordinator, 8/2013- 2/2014

* Worked exclusively for the Strategic Accounts team to implement accelerated timelines for producing metadata to support affiliates, such as Warner, Universal and other film studios.
* Responsible for quality control and proofing of all associated metadata fields.
* Entered video-on-demand and multi-platform assets into ViewTrak (database) for assigned studios.
* Coordinated the internal groups regarding the content delivery, ensuring that all content was delivered in a timely fashion.
* Communicated with studio and affiliate partners.
* Used Excel and MS Word.

**BANK OF AMERICA, c/o Randstad, Property Preservation Specialist/Quality Control Specialist,** 08/2011-12/2012

* Verified inspector reports for accuracy. Wrote progress reports. Ensured inspector compliance was met to established company procedures, ensuring inspector reports met government, legal and regulatory requirements. Researched properties based on inspection results.
* Analyzed and reconciled financial reports, including spreadsheets on utility usage for designated regions and cities. Mitigated loss to the company and investors by managing the maintenance and repair of bank-owned foreclosure properties.
* Used various systems, including SharePoint, Equator, IPortal, Google Earth and AS400.

SUZANNE DE LAURENTIIS PRODUCTIONS, Journalist/Copywriter/Copy Editor/Executive Assistant/, 06/2008 to 06/2011

* Contract journalist, marketing consultant and publicist for an independent film company.
* Managed events, including providing direction for media outlets and photographers.
* Media buyer-purchased targeted ads, via Facebook and press submissions for “Area 51,” a short fantasy film thriller.
* Wrote copy and press releases for clients, rewrote sketches for entertainers.
* Copy Editing- scripts, books and letters, using the AP Stylebook and Chicago Manual of Style.
* Proofread documents, proposals and promotional materials, wrote articles on clients for entertainment-based magazines and newspapers.
* Financial analysis of sponsor-related reports for determination of event budget. Administrative duties as needed.

ABIGAIL ABBOTT, Content writer/Administrative Assistant/Coordinator, 08/2006 to 06/2008

* Contract assistant to building engineers; worked on LA Live Downtown construction project.
* Wrote newsletters.
* Worked on contract basis for several construction companies, including Clark Construction as an Engineering Assistant for Rudolph and Sletten.
* Wrote investigative reports.
* Checked reports for errors, forensic accounting, including checking material financials for accuracy.
* Cost tracking and administrative duties.
* Used MS Word, Constructware, Lotus Notes, QuickBooks, Excel, Access and other software as needed.

BLACK MEETINGS AND TOURISM MAGAZINE, Journalist/Copy Editor 06/2003 to 06/2004

* Responsible for writing articles for publication.
* Interviewed subjects for article publication, edited copy, wrote area guides.
* Edited writer submissions, quality control; proofed magazine issues for errors prior to publication.
* Met with potential clients as an initial marketing contact for the magazine. Administrative support as needed.

**MERRILL CORPORATION, Proofreader** 12/2002 – 05/2003

* Proofread financial statements prior to submission to the Securities Exchange Commission.
* Checked text for accuracy using proprietary company procedures, including verifying figures and footings.
* Administrative duties, including tracking client progress with MS Word and Excel.

**LFP, INC., Proofreader, Marketing Coordinator** 11/1995- 11/1998

* Marketing Coordinator for Tips and Tricks, Sci-Fi Universe and PC Portables Magazines.
* Coordinated with Vice President of Advertising and Sales Directors regarding advertising strategy and promotion. Excelled at developing innovative ways of marketing and obtaining competitor data.
* Proofed magazine blue lines for errors prior to publication.
* Executive Assistant for 3 Advertising Directors.
* Wrote and proofread advertising copy. Composed letters and correspondence using MS Word, database management using ACT.

**DeLOITTE AND TOUCHE, (formerly Touché, Ross and Company), Proofreader** 08/1987- 06/1986

* Proofread financial documents for accuracy.
* Administrative duties, including using Lotus and Office Writer.

Education

B.A: Communications, June 2019 University of California - San Diego - La Jolla, CA

* Member of UCSD's Communication Honor's Program.  Thesis:  The Image Project.
* Elected to Executive Committee, Student Representative, Thurgood Marshall College.
* Recipient of the Richard L. and Fern W. Erion & Laidlaw-Erion Scholarship.
* Member of National Society of Leadership and Success.
* Wrote for The UCSD Guardian, Sports and Lifestyle.
* One of UCSD’s Outstanding Graduates 2019. https://ucsdnews.ucsd.edu/feature/2019-outstanding-graduates

A.A.S: Communications Studies, 2017 Los Angeles Valley College

* Received the Michael Higby Civic Pride Scholarship.
* Member of Phi Theta Kappa Honor's Society.
* Member of LAVC Honor's Society.
* Broadcaster, Radio Host, KVCM Radio. Wrote News and Sports for 60 second segments. Producer- “The Buddy Sampson Eclectic Radio Show,” and “The Sandra and Buddy Morning Show.”

Certificate Computer Software Training; UCLA, Certificate-Artists & Repertoire.