



SAMMIE PURCELL

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Summary

Story-driven journalist looking to work in print and online media. Versed in film criticism and investigative work with proven success leveraging social media platforms to increase engagement. Passionate about film, politics and social issues. Experience with data and scraping websites using python.

Skills

- Excel
- Python - Jupyter Notebook, Beautiful Soup
- Experience with web scraping
- OpenRefine
- Tableau
- GitHub
- Story pitching
- AP Style
- Source interviewing
- Copywriting and editing
- CMS proficiency
- Wordpress

Experience

BU News Service | Boston, MA

News Editor

01/2020 - Current

- Reported the NH Primary in February of 2020 for BU News Service
- Constantly monitored press releases and news feeds to keep up to date on all current events. Developed and cultivated relationships with sources
- Edited and produced news pieces in a timely and efficient manner. Ensured all pieces were in AP style and accurate before publishing

Oz Magazine | Atlanta, GA

Social Media Intern

05/2020 - 08/2020

- Authored and promoted quality posts for the client's various social media pages that improved overall traffic.
- Utilized Hootsuite to analyze data gleaned from social media activities and campaigns. Used that data to enhance social media footprint
- Engaged in brainstorming sessions to discuss ideas and develop social strategies, and implemented those strategies accordingly

THIRDHOME Travel | Nashville, United States

Client Growth Senior Associate

12/2017 - 08/2019

- Designed marketing pages for each new property that came into club with vibrant descriptions to entice members to visit.
- Recorded numbers for each member of sales team throughout year. Mastered use of CRM to monitor new leads.
- Collaborated with marketing team to develop strategies to increase potential new leads and members.

THIRDHOME Travel | Nashville, United States

Member Services Associate

06/2017 - 12/2017

- Learned and mastered all internal systems and related service role duties to provide skilled team backup in handling customer demands.
- Answered incoming daily phone calls, chats, and emails and promptly executed solutions to fix member concerns.

Creative Artists Agency | Nashville, United States

Spring Intern - Music

01/2017 - 04/2017

- Organized extensive client database and handled agents' daily schedules.

Education and Training

Vanderbilt University | Nashville, TN

Bachelor of Arts in Communications And Spanish

05/2017

Original Cast Producer/Director: <https://www.youtube.com/user/vuoriginalcast/videos?view=0&sort=p&flow=grid>

Boston University | Boston, MA

Master of Science in Journalism

Websites, Portfolios, Profiles

- <https://www.sammiepurcell.com/>
- https://twitter.com/sammie_purcell8