

Samuel W. Johnson

Ann Arbor, MI, 48103 | 608-482-3972 | sam@glos.org

Education

MASTER OF ARTS | JANUARY 2023 | DEPAUL UNIVERSITY

- Master of International Studies: with emphasis on international law and energy equity
- A rigorous program involving in-depth analysis of critical economic, social, and political theory
- My master's thesis research focused on social apparatuses and legal structures surrounding oil pipelines and the politics of energy in the Great Lakes region

BACHELOR OF ARTS | MAY 2016 | UNIVERSITY OF WISCONSIN-MADISON

- Double Major in German and International Studies
- Achieved a GPA of 3.4/4.0 in four years while consistently working parttime and taking on an immersive yearlong study abroad program in Germany

Work Experience

COMMUNICATIONS SPECIALIST | GREAT LAKES OBSERVING SYSTEM (GLOS) |

NOVEMBER 1, 2023 - PRESENT

- Coordinated and streamlined inter-organization and external communications via multiple digital platforms
- Curated outward facing communications and partner relations by managing all GLOS's social media accounts, CRM and project tracking accounts, and website development and maintenance
- Created original graphic design content and captured original photography and video for multiple uses that included social media, physical flyers and brochures, video productions, and web ads
- Managed email responses and outreach campaigns that included regular, scheduled newsletters and targeted updates for multiple email groups consisting of varying audiences
- Established and maintained lines of communications with regional businesses, organizations, academic bodies, local and state government, regional journalists and members of the media
- Initiated external projects and planned subsequent individual and group events and travel
- Led marketing and outreach projects and meeting with various groups to create informational products to address multiple organizational needs, e.g. Lakebed 2030
- Initiated and managed the organizations donations-receiving/tracking and response processes

CREW MEMBER | TRADER JOE'S | SEPTEMBER 2019 - October 2023

- Transported, organized, and merchandized mass amounts of produce and grocery product
- Acted as the Flower/Plant section lead, overseeing the writing of the daily order and marketing of the product
- Operated cash registers and addressed customer questions and concerns

STUDENT MARKETING COORDINATOR | INTERNATIONAL ACADEMIC PROGRAMS |

SEPTEMBER 2015- MAY 2016

- Regularly conducted informational presentations to university classes
- Designed and sent out mass emails promoting study abroad programs
- Worked with other team members to organize promotional materials and informational events
- As a team, achieved record high program exposure numbers

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Skills

LEADERSHIP

· One of my many roles at Bassett Street Brunch Club was as a shift manager. I independently oversaw the staff and operations of the restaurant during weekday morning and weekend night shifts. During that time, I was responsible for the restaurant finances and for managing the front- and back-of-house employees. Most recently, I have taken on project management roles on many long term, team initiatives that involved managing members of the organization's team within the context of the project structure.

COMMUNICATION

· My many different roles in many different disciplines have required me to be well versed in all different types of communication. My customer service jobs have given me extensive experience in one-on-one customer relations, challenging me to problem-solve and address immediate concerns. My time in academia honed my ability to communicate amongst peers, with professors, and to larger, unknown audiences. In my role as the Communication Specialist, I have been responsible for the organization of internal communications and the overall strategy and enactment of external communications, outreach, and media relations including educational, government, and industry interaction. This communication on every level has required expertise in every medium: writing copy; creating original, informational visual aides; and producing photography and film to convey projects' progress and success.

MEDIA AND PHOTOGRAPHY

· I have proficient experience and ever-evolving skills in graphic design and social media. Having been responsible for the web presence and social media activity of GLOS, I regularly created original digital design and created and organized branding programs. The social media responsibility led to increased experience in video editing and sound design through new roles, such as producer for the informational livestream productions. As a longtime hobby-photographer, I have segued my skills into being the primary photographer and videographer for most GLOS-produced media.

RESEARCH AND WRITING

· Throughout my academic career, I have completed many comprehensive independent research projects. Having double-majored for my bachelor's degree at UW-Madison, I took on two separate capstone projects, one of which was researched and written fully in German. Furthermore, at the beginning of my graduate program at DePaul University, I made the choice to write a master's thesis. This challenged me to write many independent-research term papers in addition to and in preparation for the distillation of my self-prompted thesis. My thesis, on the Socio-material construction of oil pipelines, led me to implement many different types of research methods. These included, but were not limited to, fieldwork, interviews, and local, short-term ethnography.

Community Involvement

- Youth Education Volunteer | Huron River Watershed Council | April 2025 - Present
- Volunteer Canoe Guide | Friends of the Chicago River | June 2023 - March 2023