

SAMMY DENNIS

(née Samantha Long)

COMMUNICATIONS AFICIONADO

Communications professional with a jack-of-all-trades background, ready to dive in & make a difference.
Portfolio available at www.sammydennis.com

EDUCATION

UNIVERSITY OF COLORADO, BOULDER

MA English // 2012-2014
GPA 3.9/4.0

ILLINOIS STATE UNIVERSITY

BA English // 2007-2011
GPA 4.0/4.0, summa cum laude

SKILLS

Writing - All Kinds
Graphic Design
Research
Social
Gumption

TECHNOLOGY

Content Management Software
CRM Software
Adobe Photoshop
Microsoft Office Suite
Social Media Platforms
Analytics
Basic HTML

ADDITIONAL

2017 NAHB AEA Best Website
Award Recipient
Editor, WBA *Badger Builder*
Published in *The Hemingway
Review*
Ukulele Novice

WORK EXPERIENCE

WISCONSIN BUILDERS ASSOCIATION // Apr 2015 - Present Director of Communications

Primary communications coordinator for a non-profit trade association, including its 501(c)(3) Foundation. At the heart of all marketing endeavors, graphic design projects, web management, & member services.

Key Achievements:

- Led organization through successful re-branding effort & two website launches from inception to implementation, receiving 2017 NAHB Association Excellence Award for Best Website
- Oversaw & utilized a modest annual marketing budget, putting my back into it to make dollars stretch further
- Completed major historical review of association's history for publication & developed archiving best practices

SPARTAN TOOL, LLC // 2011 - 2015 Marketing Specialist

Provided digital marketing support for an international company while working in tandem with E-Commerce Director & third-party support.

Key Achievements:

- Assisted with launch of organization's first consumer-facing e-commerce website, including the development of online part & assembly directories
- Developed & wrote a variety of successful digital content to improve brand reputation, search engine rankings, & overall visibility
- Without a budget, increased presence on social media platforms that became key sources of positive reviews & recommendations

UNIVERSITY OF COLORADO, BOULDER // 2013 Teaching Assistant

Co-taught Introduction to Literary Theory, leading 60 undergraduate students in weekly lessons & managing all student inquiries.

Key Achievements:

- Honed effective rhetorical strategies to tackle notoriously difficult subject matter with student engagement & comprehension positively reflected in scores, feedback, & formal evaluations
- Garnered leadership skills by charting course & individual student objectives while providing necessary support & encouragement