

SAM NOLAN

PROFESSIONAL EXPERIENCE

Executive Director, Turn the Mill Around Campaign, Broad Run, VA

November 2022 - Present

- Led a digital transformation project, budgeting an \$8,000 PATH Foundation grant to digitize the Campaign's permanent collection, resulting in a publicly accessible online archive.
- Organized and managed over 2,000 archaeological and geographic artifacts, utilizing digital photography and Agile methodologies to ensure accurate and efficient documentation.
- Collaborated with the Board of Directors and community stakeholders to monitor preservation efforts and achieve fundraising goals, improving community engagement and support.

Writing and Editorial Specialist, Toffler Associates, Arlington, VA

July 2024 - November 2024

- Devised 12 Standard Operating Procedures for the NOAA Behavioral Health and Wellness Program, establishing best practices for services and activities, including wellness consultations.
- Designed an online orientation training course for the Wellness Champion Initiative, increasing awareness of wellness issues and services among employees.
- Contributed to development of the BHW Evaluation Strategy Framework, promoting a holistic approach to program evaluation and continuous improvement over a three-year period.

Digital Communications Intern, Center for Clean Air Policy, Washington, DC

August 2021 - December 2021

- Managed social media channels, publishing over 40 pieces of content to promote audience engagement in climate activism.
- Edited monthly investigative reports and created visualizations for presentations to key external stakeholders, enhancing the clarity and impact of communications.
- Developed a new organization website, collaborating with cross-functional teams to represent CCAP's climate advocacy initiatives.

Social Media Coordinator, Eat the Capital, Washington, DC

July 2019 - February 2020

- Scheduled and organized social media marketing content for approximately 30 client accounts, tailoring strategies to align with each client's brand and target audience.
- Led a team of ten Account Managers, implementing Scrum and Lean Development practices to ensure the quality and timeliness of client deliverables.

SKILLS

- Digital Communications: Social Media Management, Content Creation, Digital Photography, Web Design.
- Project Management: Agile Methodologies, Team Leadership, Strategic Planning.
- Technical Proficiencies: Adobe Creative Suite, Microsoft Office Suite, Google Workspace.
- Research and Writing: Qualitative Research Methods, Technical Writing, Instructional Design.
- Interpersonal Skills: Creative Thinking, Public Speaking, Stakeholder Engagement.

EDUCATION

University of Virginia, Charlottesville, VA

August 2020 - May 2022

Master of Arts in Media, Culture, and Technology

University of Virginia, Charlottesville, VA

August 2014 - May 2018

Bachelor of Arts in Media Studies

VOLUNTEER EXPERIENCE

Digital Programming Associate, Shenandoah Film Collaborative, Strasburg, VA

September 2018 - May 2019

- Authored over 200 updates to the festival film preview series and reviewed approximately 300 film submissions, enhancing the festival's content and selection process.
- Increased community engagement on social media platforms by 400%, leading to an 80% increase in festival ticket sales.