

Sam Davis

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ABOUT ME

- 10+ years in content, production and storytelling
- 8 years leading creative staff and strategy
- Sustained track record of bringing big ideas to life
- Proven expertise in social, digital, branded, shortform and longform lanes

EXPERIENCE

Director, Social and Field Content | PGA TOUR, Jacksonville, FL

Senior Producer (Dec. '16) → Managing Producer (Mar. '18) → Lead, Digital & Social (Dec. '19)

- Direct overall strategy, voice and brand standards on 20+ social handles totaling 14 million followers
- Lead team of 18 managers, content creators and programmers, executing regular reviews to measure performance vs. goals and facilitate growth
- Lead regular brainstorming and strategy meetings with content team and key stakeholders
- Manage a budget of \$2 million for field production, staff travel and key content initiatives
- Oversee the planning and execution of field content captured at PGA TOUR events
- Led longform original content shows such as *CREDENTIALLED* on CBS and YouTube series *Sali's Story* and *The Turn*
- Led social branded content ideation and production from 2016 - 2022
- Managed the website and app teams and production from 2016 - 2020

Producer | San Diego Chargers, San Diego, CA

Feb 2014 – Nov 2016

- Managed the production, publishing and social strategy of all videos on Chargers.com and social
- Shot and edited regular freeform video packages from scratch
- Co-produced and edited two weekly TV shows: *Behind the Bolt* and *Chargers Insider*
- Worked with players and coaches regularly to set up interviews and shoots and find unique stories

Digital Media/Writing Intern | Denver Broncos, Denver, CO

May 2012 – Feb 2013

- Wrote feature articles, newscasters and live play-by-play blogs for DenverBroncos.com
- Produced article builds and managed the DenverBroncos.com website

HONORS

PGA TOUR

- Earned SportsOTT award for “Best Original Content” (*Sali's Story*)
- Selected for “High Potential Leader” and “Leadership Insight” programs, which recognize high performing, high potential employees and prepare them for executive leadership via elevated training
- PGA TOUR ranks 1st or 2nd vs. major domestic sports leagues in engagement rate across social platforms
- Grown social followers from 4 million (Jan. '17) to 14 million+ (current)
- Recognized by Sports Business Chronicle for #Make17Scarier social campaign

Chargers

- Led Chargers.com from 25th to 8th in the NFL in video engagement
- Won a Regional Emmy (Weekly Sports – 30 minutes) for co-producing and editing *Chargers Insider*
- Launched a brand new 30-minute weekly show to television in 2015: *Behind the Bolt*

SKILLS

- Versed in leading a content team through a fast-paced, breaking-news environment
- Highly proficient in verbal and written communication
- Video production: multi-camera shoots, linear editing, script-writing
- Social content strategy across all platforms, customized towards company priorities
- Highly proficient with Adobe suite, PowerPoint, Quicksight, Content Management Systems

EDUCATION

University of South Carolina, Columbia SC

Bachelor's, Broadcast Journalism (May 2012)