SAMUEL E. CANFIELD

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EXPERIENCE

OVERTIME *Brooklyn, NY* June 2025-October 2026

Producer, Editor & Social Media Manager

- Launched and oversaw Overtime's online chess page, serving as the chief producer and editor of original content that averaged more than 600k views & 10k likes per video on Instagram and YouTube combined.
- Generated compelling sponsored content that integrated Overtime's unique voice and advanced our partners' brand campaigns. Wrote scripts, shot footage and edited multimedia assets.
- Managed various Overtime-branded accounts across TikTok, Instagram and YouTube. Identified and tracked KPIs to maximize fan engagement and global reach.

THE BANGOR DAILY NEWS *Bangor, ME* July 2023-October 2024

Sports Reporter

- Wrote 6-10 features, news briefs and game stories on UMaine athletics, Cooper Flagg and local high school sports on a weekly basis. Shot and edited photos.
- Among 30-plus staff writers, ranked 2nd-best at converting BDN social media consumers into subscribers during my tenure. Ranked 4th in total number of conversions.
- The BDN is Maine's most-read online news source, and the state's only independent daily news outlet.

THE MARTHA'S VINEYARD TIMES *Vineyard Haven, MA* September 2022-August 2024

Freelance Sports, Community Reporter

- Composed features on (sports-related) community affairs, such as the genesis of competitive wrestling on the Island, the burgeoning Oak Bluffs chess scene, etc. Investigated news tips and built rapport with local sources.
- Wrote weekly reports on the NECBL's Martha's Vineyard Sharks, and local high school sports.

NBA STORIES THRU STATS *Remote* March 2022-May 2024

YouTube Series Creator, Editor

- Unpacked basketball phenomena using advanced data analytics. Topics included Nikola Jokić's groundbreaking offensive efficiency, the 2022 Warriors' unexpected playoff run, and the efficacy of traditional stats like +/-.
- Integrated game footage, graphics, narration and background music using the Adobe Creative Suite.

PACIFICA RADIO KPFA 94.1 *Berkeley, CA* February 2022-July 2022

General Assignment Reporter

- Conducted interviews and recorded sound bites related to socio-political current events.
- Drafted scripts, recorded narrations, and synthesized audio clips using software such as Piezo and Hindenburg.
- Submitted material to editors, and sent back revised reports to be broadcasted during the Evening News segment.

EDUCATION

UNIVERSITY OF MICHIGAN *Ann Arbor, MI* August 2021

B.A. International Studies, minor in Cultural Anthropology // Cumulative GPA: 3.65

✳ U-M CGIS: Global Course Connection: Indigenous Communities vs. Globalization *Cusco, Peru* May 2019

Conducted ethnographic research on the legacy of neoliberalism and racial violence under the Fujimori administration.

✳ U-M Center for Global and Intercultural Study: Cross-Cultural Psychology *Barcelona, Spain* July 2018