

SAM HUFFMAN

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PROFESSIONAL SUMMARY

Strategic social media and digital communications professional with an established record of leading high-impact campaigns in higher education. Proven ability to grow audiences and deliver measurable results through creative content strategies, analytics and platform management. Combines creative storytelling with data-driven insights to expand reach and enhance brand visibility.

PROFESSIONAL EXPERIENCE

Social Media Coordinator for Strategy and Standards

March 2026 – Present

East Carolina University, Greenville, NC

- Direct strategic communication initiatives across ECU's flagship, Chancellor and News Services social media channels, ensuring visual alignment with university branding through custom graphic design across eight platforms (Facebook, Instagram, X, YouTube, LinkedIn, Threads, Bluesky and TikTok).
- Spearhead rapid growth across flagship platforms, delivering over 52.1 million views and 38,800+ new followers while driving platform-specific view and reach increases ranging from 43.6% to 1,313% in less than six months.
- Executed a visual-first, "show-don't-tell" video and carousel content strategy driven by student perspectives, leveraging same-day turnaround to rapidly adapt emerging social trends into high-performing flagship content.
- Plan and execute large-scale campaigns – including cross-promotional initiatives with MrBeast and top-tier research universities nationwide – efficiently while managing deadlines and priorities. Match Day content featured on NBC Nightly News.
- Established robust partnerships with the University of Michigan, University of Miami, Penn State, Northeastern University and Fordham University to enhance social media collaboration, engagement and share institutional best practices.
- Optimize the flagship YouTube channel by strategically managing the account's SEO, AI optimization and podcast implementation through YouTube Music.
- Assisted with the creation, implementation and execution of the university's first paid student creator program to scale authentic student perspectives, aligning with the "show-don't-tell" approach.
- Monitor real-time community sentiment across flagship, Chancellor and News Services channels, serving as the frontline coordinator for real-time crisis and reputation management.

University Admissions Social Media Manager

March 2025 – March 2026

East Carolina University, Greenville, NC

- Developed and implemented strategic communication initiatives across ECU Undergraduate Admissions, Chancellor and News Services social media platforms, supporting the university's flagship channels on Facebook, Instagram, X, YouTube, LinkedIn, Threads, Bluesky and TikTok.

- Drove rapid social media growth for Admissions platforms, delivering 13.6 million impressions, increasing followers by 788% and generating 156,910 engagements in less than one year.
- Developed the UNC System's first social media AI guidelines to provide guidance, regulations and best practices on the use of AI and social media.
- Created and produced a "Wicked" - inspired social media post that became the most-liked and most-viewed video in ECU history on the university's flagship Facebook and Instagram presences.
- Co-organized the university's first Pirate Social Media Summit with 100+ administrators, designed graphic assets and led a strategic training session on *Social Media + AI*.
- Partnered with University Communications Marketing, Undergraduate Admissions and campus partners to plan, execute and align high-impact enrollment campaigns.
- Optimized social media, web and email content for SEO, accessibility, and brand alignment and assisted with major revisions to the university's social media policies.

Social Media and Marketing Manager

August 2022 – December 2024

East Carolina University STEPP Program, Greenville, NC

- Drove significant audience growth, expanding the follower base by over 100% in under six months, reaching 511,966 users in one year. Secured a 60% year-over-year increase in impressions.
- Created multi-platform digital campaigns and creative content across seven social media channels to strategically engage prospective and current students.
- Collaborated with ECU University Communications to cross-promote content, increase audience growth and ensure messaging and branding align with university guidelines.
- Designed print and digital marketing assets for the program's application process, open houses and recruitment events in close coordination with ECU Creative Services.
- Built connections nationally for STEPP with organizations including Beyond Differences and the NC Department of Health and Human Services to expand program visibility.

Social Media Manager

August 2023 – December 2024

East Carolina University Department for Disability Support Services, Greenville, NC

- Created and executed campus-wide campaigns, including #ECUAccessibility: Social Media For All, to raise awareness of accessibility across ECU.
- Reached 63,030 social media users in one year by producing strategic content across four social media channels.
- Maintained compliance with ADA and university branding guidelines, collaborating closely with ECU University Communications to ensure visual and messaging alignment.

Social Media Manager

August 2018 - Present

Luke Home, High Point, NC

- Create and publish social media material for Facebook, Instagram, X, Threads and Pinterest. Design marketing material for events, including High Point Furniture Market.
- Create listings on e-commerce sites like Wayfair and Amazon.
- Oversaw the company's COVID-19 response, working with the NC Department of Health and Human Services and the High Point Market Authority to ensure compliance with protocols and regulations. Provide customer support for all social media platforms.

AWARDS

- Runner-Up/Finalist for the Photoshelter Storyteller Awards: Best Social Media Campaign. (August 2026)
- Received East Carolina University Student Employee of the Year: Innovation and Technology Award. (April 2023)
- Received East Carolina University School of Communication – ECU’s Student Employee of the Year Award. (May 2024)
- Received East Carolina University School of Communication – Internship for Credit Award. (May 2024)
- East Carolina University School of Communication – Social Media and Strategic Communication Award. (May 2024)
- Received East Carolina University School of Communication – Electronic News Performance Award. (May 2024)
- Received East Carolina University School of Communication – Multiplatform Journalism Award. (May 2023)
- Nominated for East Carolina University Student Employee of the Year. (April 2024)

EDUCATION

Bachelor of Science in Communication, Journalism

East Carolina University, Greenville, NC

Magna Cum Laude

PROFESSIONAL SKILLS

- Adobe Creative Cloud (Photoshop, Premiere Pro and Premiere Rush)
- Social Media Platforms (Facebook, Instagram, X, TikTok, LinkedIn, Threads, Bluesky and YouTube)
- Social Media and Content Creation Planning (Sprinklr, Sprout Social, Meta Business Suite, Buffer and Monday)
- WordPress
- Canva
- Associated Press (AP) Style
- Crisis Communication
- Project Management