

Sam Lockhart

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Multidisciplinary marketing professional, 24, with a global perspective shaped by a Dutch-Scottish heritage and an upbringing in rural Australia. I work hard to bring a creative approach to communication, and am currently building toward a career as a brand or creative strategist.

Professional Experience

Total Marketing Experience: **3 years, 3 months**

- Apto Architects** – Communication & Marketing Assistant, Part-time Sep '24 – Feb '25 (6 months)
- Managed and coordinated video and photoshoots of their flagship completed project of 2024.
 - Built relations with publications, increased coverage of Apto's projects. Wrote copy for portfolio, website and press releases.
 - Achieved a 34% increase in engagement with their social media, surpassing the metrics of our competitor firms in Amsterdam.
- The Regeneration Collection** – Project Manager, Part-time Sep '24 – Feb '25 (6 months)
- Acted as the primary point of contact for large corporate sponsors as well as top ranking universities from all over the world.
 - Reconstructed branding after three year hiatus during covid. Secured 4 sponsors alongside placement at IHIF.
- Starling Media** – Brand Strategist & Copywriter, Part-time Aug '23 – May '24 (10 months)
- A small gratis marketing agency of 8 people I established, made up primarily of UvA students and alumni.
 - Led account management, brand strategy, copywriting as well as management of our team.
 - Across the 8 businesses we consulted for, there was an average 21% increase in website page views.
- Harper Insurance** – Communication & Marketing Assistant, Freelance May '23 – Jun '23 (2 months)
- Refined brand strategy direction and website copywriting. Improved Harper's Google ranking from page 19 to page 1, by optimizing user-facing and technical website SEO.
- Pricewise** – Communication & Marketing Assistant, Internship Feb '23 – Mar '23 (2 months)
- Provided copywriting for several corporate pamphlets and magazines as well as email newsletters.
- Joiin Entertainment** – Communication & Marketing Assistant, Internship Aug '22 – Jan '23 (6 months)
- Contributed to Joiin having an eight part documentary series getting picked up by ARD in Germany, by developing brand and communication strategy to sell Joiin's recent productions to European media networks.
- Alfilo Brands** – Communication & Marketing Assistant, Internship Feb '22 – Jul '22 (6 months)
- Wrote copy and managed social media channels, creating and maintaining their brand presence in the European market.
- Zephyr Group** – Communication & Marketing Assistant, Internship Feb '22 – Apr '23 (1y, 2m)
- Working at this parent company gave me the unique opportunity to work for a wide variety of subsidiary companies. These being Alfilo Brands, Joiin Entertainment, Pricewise and Harper Insurance.
 - Primary focus at Zephyr, its subsidiaries and its real estate developments was maintaining brand presence through press releases, management of paid promotion and B2B blog updates.
 - In collaboration with my university and employer I completed a research report on foreign media product endorsements, the findings of which were the basis of the future brand strategy of Joiin Entertainment.
- Dikker & Thijs Hotel** – Front Office & Marketing Assistant, Part-time Jun '21 – Feb '22 (9 months)
- Alongside my duties as a receptionist, this was my first opportunity to get some hands on experience in marketing.
 - Responsibilities included social media management and website copywriting.

Education

University of Amsterdam – Amsterdam Business School	Amsterdam
Masters of Science – MS, Business Administration: Consumer Marketing	2023 - 2024
University of Amsterdam – Amsterdam Business School	Amsterdam
Minor – Business Administration: Managing Strategy and Marketing	2022
University of Amsterdam	Amsterdam
Bachelor of Science – BS, Communication Science	2020 - 2023
The Friends' School	Hobart, TAS
International Baccalaureate Diploma	2018

Skills and General Info

Technical: Microsoft Office, Adobe products (Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom, InDesign)

Language: Dutch(Native), English(Native)

Nationalities: Dutch, Australia