

Sam Lichtenstein

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Work Experiences

FamiLeague Digital Media, Los Angeles, CA

Summer 2017

Digital Intern

- Extracted significant audience data for YouTube and Facebook accounts
- Developed pitches for new shows and segments with content partners
- Researched brands to partner with for content integration and product placement

The Awareness Group, New York, NY

Summer 2016

Marketing and PR Intern

- Gathered information on marketing opportunities
- Collaborated with co-interns to ensure productivity on projects
- Prepared promotional materials for shipment to radio stations and businesses

Student Media

Elon Tonight (Out-of-Studio Comedy Sketch Show), Elon University

2017-present

Writer, Director, Actor

- Direct on-location sketches weekly
- Write sketches for web episodes
- Develop sketches during meetings

Elon Student Television, Elon University

2017-present

Media Analyst

- Analyze social media data for network's Facebook, YouTube and Twitter accounts
- Compile reports highlighting trends in content interactivity
- Strategize ways to make content more shareable

Fellowship

RIAS Berlin Comission, Berlin, DE

Summer 2018

Visiting American Student Journalist

- Interviewed various influential people in the realm of German politics and media
- Learned about the unique public media landscape in Germany

Education

Elon University, Elon, NC

May 2019

Major: Media Analytics B.A.

Study Abroad: Germany

Honors: Dean's List

Skills

Technical: Microsoft Office, Google Docs, Adobe Premiere, Photoshop, SAS, R

Languages: English, Intermediate Spanish