

Samuel Mayo

samuelpmayo@gmail.com | [LinkedIn](#) | samuelpmayo.com | (956)-832-4782

EDUCATION: University of Wisconsin-Madison, GPA 3.23

May 2024

Bachelor's Degrees: Journalism, Political Science

Additional Concentrations: Digital Media Analytics

WORK EXPERIENCE:

THE YMCA OF CENTRAL TEXAS | After School Counselor | Georgetown, TX | **September 2024 – Present**

- Guided and engaged children in the YMCA after-school program, ensuring their well-being, safety, and a positive learning environment
- Responsible for a multitude of children and flexible when it comes to working in difficult environments
- Taught kids emotional regulation techniques and basic social skills to support their long-term success
- Communicated effectively with parents and staff to ensure the well-being of each child and address any concerns promptly.

THE DAILY CARDINAL | Staff Writer/Advertising Manager | Madison, WI **January 2021 – January 2024**

- Worked as a staff writer for *The Daily Cardinal*, writing over 10 stories contributing to multiple desks including sports, city, state, satire, and a couple of feature stories.
- Gained valuable knowledge and hands-on experience working in a student newsroom while developing an understanding of the media business.
- Promoted to Advertising Manager as I helped sell the ads for our newspaper, newsletter, social media, and website
- Coordinated between editorial and business teams to align advertising strategies with content, ensuring consistent messaging and engagement.

UW-MADISON ADVERTISING CLUB | Account Manager | Madison, WI **September 2023 – May 2024**

- Partnered with local businesses to design and execute advertising campaigns specifically tailored to engage a student audience.
- Directed a team of graphic designers, copywriters, and social media managers to produce cohesive and impactful campaigns.
- Analyzed campaign performance and provided actionable insights to optimize future marketing strategies.
- Monitored campaign performance metrics and delivered actionable insights to enhance effectiveness and optimize future strategies.
- Ensured campaigns aligned with client goals and the interests of the student demographic for maximum engagement.

PEACE CORPS ADVOCATES | External Relations Officer | Madison, WI **September 2021 – May 2022**

- Spread awareness about Peace Corps opportunities to UW-Madison students through events, outreach, and informational sessions.
- Assisted students in building strong resumes and applications tailored specifically for Peace Corps positions.
- Organized guest speaker sessions featuring Peace Corps alumni to share their experiences and insights.
- Guided interview preparation and other aspects of the application process to help students succeed.

EXTRACURRICULAR ACTIVITIES:

RALPH GRACIE BJJ | Member | Georgetown, TX **February 2025 – Present**

- Trained regularly in Brazilian Jiu-Jitsu, focusing on skill development and physical conditioning.
- Collaborated with teammates and coaches to refine techniques, fostering personal growth and team success.

SKILLS:

Media: AP Style documentation, graphic design; content creation: Instagram, Facebook, Twitter, Snapchat, Tik Tok, Telegram

Programs: PowerPoint, Adobe Audition, Adobe InDesign, Canva, Microsoft Word. Entry level: Excel, R-coding

Website management: WordPress, Symphony, SNO

Languages: English (Native), Spanish (Native)