

SAM HUNTER

COMMUNICATIONS & PR MANAGER

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PERSONAL STATEMENT

Communications manager with holistic external and internal experience covering content development and storytelling, crisis and issues management, and media relations. I've served as a trusted communications partner to C-suite leaders and legal teams when dealing with complex, sensitive matters. Available to work immediately in the UK without visa sponsorship.

CORE COMPETENCIES

- Communications Strategy
- B2B and B2C Messaging
- Project Management
- Content Production
- Organic & Paid Social Media
- Agency Management

PROFESSIONAL EXPERIENCE

PwC US

December 2023 - May 2025

COMMUNICATIONS MANAGER, CRISIS, ISSUES & PUBLIC AFFAIRS

Washington, DC

- Developed and executed crisis communications plans to protect the firm's reputation in the marketplace in response to domestic and international issues, managing domestic response to US firm human capital issues and intertwined global response to crises at individual nation member firms with international reputational impact and government action
- Integrated B2B communications strategy around political events and opportunities to position PwC as an experienced partner through uncertainty and change, such as the US Election, Supreme Court decisions, and geopolitical events. Guided internal communications partners through communications plans for sensitive policy issues that impacted our employees, their benefits, and their social office environments
- Navigated the executive team through crisis and issues tabletop exercises, encouraging strong crisis management skills from the top down
- Served on a half-time assignment with the Executive Communications team to develop internal and external communications from C-suite leaders, focusing on PwC US' Chief Communications Officer and Head of Public Policy. Secured placements in **Fast Company**, **Accounting Today**, and **Forbes**, as well as speaking engagements with the **Public Affairs Council** and **Afrotech**
- Worked with public policy teams to develop firm statements on legislation and other political initiatives, taking strategic engagement on accounting and business policy. Developed talking points for meetings with members of congress and regulatory agencies

OUT FOR UNDERGRAD

May 2022 - Present

BRAND & DIGITAL TEAM LEAD

Remote

- Leads branding and digital marketing and communications work for Out for Undergrad, a nonprofit that holds career development conferences for hundreds of undergraduate students from around the world each year, managing videographers and junior designers
- Creates co-branded content with Fortune 100 conference sponsors, such as **JPMorgan Chase**, **Goldman Sachs**, **EY**, and **Google**, balancing a diverse range of organizational brand and communications guidelines
- Executes photography for all events, capturing attendees, speakers, performances, evening mixers, and more
- Led brand refresh to standardize and modernize graphic design approaches across print and digital assets. Conducted attendee, alumni, and sponsor research to develop brand elements that resonate with Gen Z attendees and sponsors ranging from the largest banks and private equity funds to FMCG alike

SHEIN

April 2022 - November 2023

SENIOR MANAGER, PUBLIC AFFAIRS CONTENT

Washington, DC

- Served as public affairs content creator and external communications strategy manager, designing and writing material for high-visibility initiatives and crisis communications in sustainability, government affairs, supply chain, brand and celebrity partnerships, and beyond
- Guided Brand Partnerships and Marketplace teams through massive platform expansion to sell larger luxury and prestige brands' products on the site, like **Coach** and **Charlotte Tilbury**
- Strategized, designed, and wrote content for SHEIN social platforms, with audiences up to **1.7 M**. Produced content on sensitive and controversial topics and issues for a wide consumer audience
- Collaborated with external partners to create co-branded sustainability and social responsibility content, managing brand goals with collaborating nonprofits' and activists' positions on environmental and governance issues. Interfaced with non-profit representatives during the early collaboration process to tell the brand story and position SHEIN as an organization eager to engage with our surrounding communities

- Interacted with journalists at media events, sharing the brand narrative and fielding questions about SHEIN's reputation and material issues from top outlets like **Axios, Elle, The Washington Post, and Sourcing Journal**
- Spearheaded SHEIN's corporate website, managing agency partners and internal executive stakeholders to consolidate and deepen content on the company's business model, sustainability practices, product safety, and more for investors, regulators and the media
- Ran US internal communications and launched internal communications programs across other global SHEIN markets, including the UK. Created and maintained SHEIN's US intranet, which served as a template for peer teams around the world.

Nestle USA

May 2021 - April 2022

SENIOR SPECIALIST, DIGITAL BRAND MANAGEMENT

Arlington, VA

- Led recruitment marketing for Sales and HR at the world's largest food and beverage company, managing marketing and communications campaigns to a range of professionals across mass volume hourly and salaried positions across the US. Developed highly targeted campaigns for niche positions in rural areas.
- Drove marketing and communications for national and local audiences across the U.S. with a contact database of **2.1+M** and navigated our talent acquisition function through a US rollout of Successfactors, creating change management communications for a successful transition
- Provided marketing and communications guidance to leaders to support business goals, serving as a communications partner on complex expansion projects like new facility openings, mergers, and acquisitions
- Developed marketing strategy and content for talent acquisition leaders to share at external US recruiting events. Served on event production teams, leading messaging development, speaker preparation, and community management on live chat

KPMG US

October 2020 - May 2021

MARKETING COORDINATOR

Salt Lake City, UT

- Developed growth marketing strategies for KPMG Spark, a B2B SaaS company, merging the existing pre-KPMG acquisition brand with the added value of KPMG's prestige and expertise
- Oversaw lifecycle marketing, email, newsletters, content marketing, digital marketing, and social media. Managed multiple agency and freelance partners to drive performance across digital channels
- Assisted in partner marketing and brand partnerships efforts

The Walt Disney Company

June 2019 – October 2020

COMMUNICATIONS COORDINATOR

Lake Buena Vista, FL

- Promoted from Communications and Social Media Undergraduate Associate (Feb. 2020)
- Created content for social media editorial calendars for multiple platforms for organic and paid social media on Facebook, Twitter, Instagram, LinkedIn, and YouTube with **3.2M+** followers on LinkedIn alone. Created monthly and quarterly analytics reports to present to client team leaders and cross-functional partners
- Developed communications campaigns and social media strategies for digital platforms and global events, including the UK
- Strategized and executed photoshoots in guest-facing environments in theme parks and aboard cruise ships, prioritizing content quality while minimizing day-to-day operational impact. Went outside of my role description to deliver photo and content services to our client teams to go above and beyond our goals

Push Button Productions

January 2017 – May 2019

JUNIOR COPYWRITER & SOCIAL MEDIA MANAGER

Orlando, FL

- Promoted from Intern (July 2017)
- Wrote terrestrial AM/FM radio and Pandora/Spotify internet radio campaigns for local and national campaigns for a diverse array of industries, including banking and financial services, education, retail, food and restaurants, political campaigns, real estate, and more
- Created longform blog content and applied SEO copywriting tactics to promote search engine performance and drive new business acquisition
- Managed social media accounts and developed editorial calendars for Push Button and subsidiaries

EDUCATION

BACHELOR OF ARTS - *Human Communication Major, Mass Communications Minor*

Orlando, FL

University of Central Florida

- National Merit Scholar

TECHNICAL SKILLS

Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Adobe InDesign | Adobe Illustrator | Sprinklr | Hootsuite | ThisMoment | Basecamp | Trello | Workfront | Microsoft Office (Word, PowerPoint, Outlook) | Canon DSLR | Canva | Wordpress CMS | Tableau | Hubspot CMS & CRM | Successfactors CRM