

Samuel Molitor

Student of Journalism and Economics

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Relevant Experience

Writer/Reporter, LMU Newsroom, University Marketing and Communications, September 2024 - Present (Seasonal)

Supervisor: John Kissel, journalist and professor

- Report and write feature stories, event recaps, and student spotlights for LMU's official news site and digital publications
- Attend campus events and conduct interviews with guests, faculty, students, and alumni to produce accurate, engaging content under editorial deadlines
- Publish university-facing articles that reflect institutional tone while maintaining journalistic clarity and voice
- Collaborate with editors and university stakeholders to ensure factual accuracy, brand alignment, and story cohesion

Undergraduate Research Assistant, Loyola Marymount University, March 2025 - Present

Supervisor: Elizabeth Aguilera, multimedia journalist and professor

- Conduct investigative background research for developing stories by reviewing studies, public records, and prior media coverage, synthesizing findings into concise notes that guide reporting
- Identify subject-matter experts and practitioners to support interviews and strengthen sourcing for ongoing investigative projects
- Fact-check completed drafts, verifying data, quotes, and claims to ensure accuracy and editorial integrity prior to publication
- Lead research on the environmental and social fallout of the Exide battery plant closure, organizing and analyzing large volumes of qualitative data to map community voices, historic coverage, and systemic patterns

Founder, LMU's Student Chapter of the Asian American Journalists Association, Fall 2025

- Founded the LMU student chapter of the Asian American Journalists Association, establishing the organization's constitution, mission, and digital presence
- Led initial meetings, member recruitment, and outreach efforts, building an engaged community of students committed to diversity and representation in journalism
- Coordinated with professionals at AAJA for guidance, direction, and support to launch a sustainable, student-run chapter

Community Archive Intern, Evanston ASPA (Asian, South Asian, Pacific Islander American), Summer 2025

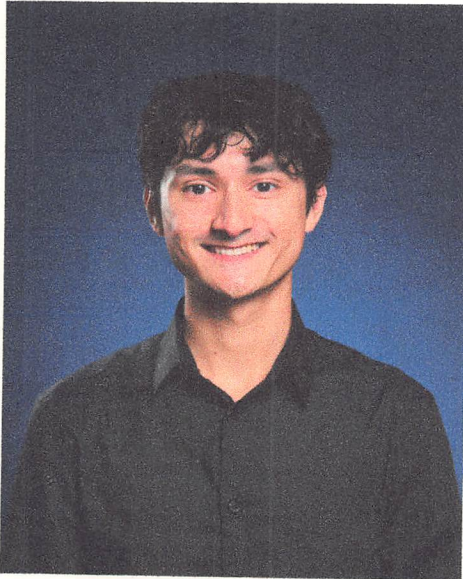
- Build and organize Evanston's first Asian American community history archive using interactive digital mapping tools
- Curate and input stories, historical context, quotes, and images into individual map markers for a public-facing story map
- Contribute to the digital preservation of historically underrepresented communities in digestible formats

Marketing & Creative Lead, Emily Shane Foundation, September 2024 - December 2025

- Develop and oversee ESF's annual marketing calendar, ensuring alignment with organizational goals, campaign timelines, and our dedication to educational equity across LA
- Delegate and manage assignments for team members, including short-form video production, graphic design, newsletters, PR initiatives, and event promotion
- Write, edit, and schedule original content across social media platforms, email campaigns, and other digital channels to expand reach and engagement
- Lead coordination through Slack and weekly strategy meetings, streamlining communication, project management, and accountability

Marketing & Operations Intern, WebScouts Cooperative, May 2026 - Present

- Conduct comprehensive social media audits and build multi-platform content strategy (Instagram, X, Facebook, LinkedIn, YouTube) for clients, including cross-competitor analysis to identify high-performing content formats and gaps
- Develop LinkedIn content strategies for multiple professional roles (RevOps strategists, full-stack developers) by analyzing competitor profiles, documenting content patterns, and assessing engagement trends across comparable accounts
- Complete self-directed learning modules on CRM architecture, business systems, database structures, RevOps frameworks, and the customer journey to support client implementation work
- Performing ongoing competitor research and market analysis to inform The Web Scouts' growth marketing strategy



Education

Loyola Marymount University

BA in Journalism, Economics minor
2023 - 2027 Predicted

Evanston Township High School

Highest Distinction Graduate (4.3 GPA)
National Honors Society
2019 - 2023

School For International Training

Communications & Media Studies
Lisbon, Portugal
Spring 2026

Skills

- Reporting
- Interviewing and Sourcing
- Feature Writing
- Content Creation
- Editorial Collaboration
- Fluent in MailChimp, Slack, Logic Pro X, Final Cut Pro X, Microsoft and Google Suites, ArcGIS Story Maps, Canva
- Qualitative Research
- Digital Marketing
- Data Organization
- Adaptability and Initiative
- Video - Recording and Editing
- Audio - Recording and Editing

Certifications

HubSpot Marketing Software (Summer 2026)

Social and Behavioral Research, CITI Program (Spring 2026)

Google AI Essentials (Summer 2025)

Foundations of Digital Marketing and E-Commerce (Summer 2024)