

# SAM WEIDT

MULTIMEDIA  
PRODUCER &  
MARKETER

## CONTACT

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WWW.SAMWEIDT.COM

## TOP SKILLS

- Editing and Motion Graphics
- Videography
- Ad Design
- Marketing Strategy
- Adobe Creative Suite
- Copywriting

## EDUCATION

**BACHELOR OF FINE ARTS,  
FILM/ANIMATION/VIDEO**

UNIVERSITY OF WISCONSIN -  
MILWAUKEE | 2011 - 2015

SW

## SUMMARY

Experienced creative marketing professional with a diverse background in media production, advertising strategy and asset design

## HIGHLIGHTED EXPERIENCE

### FREELANCE VIDEOGRAPHER

FREELANCE | PRESENT

- Specializing in motorsports, shooting and editing paddock & trackside video, producing social assets for major race teams
- Shooting and editing marketing video for Columbus, OH based businesses.
- Shooting and delivering raw video for news wires
- Copywriting video scripts for marketing efforts

### MANAGER, AD SOLUTIONS

INSIDER INC. | JUL 2019 - MAY 2023

- Designing, wire-framing, and developing custom interactive ad products for owned and operated Insider Inc. sites, Insider and Business Insider
- Developing GTM strategy for new ad product capabilities
- Evaluating, testing, and managing partnerships with adtech vendors
- Acting as in-house expert for ad products to assist sales and client success managers

### AD SOLUTIONS SPECIALIST

INSIDER INC. | AUG 2017 - JUL 2019

### DATA AND OPERATIONS MANAGER

FETCH MEDIA | JUN 2016 - JUL 2017

- Worked with Lululemon, Mozilla, Hulu, and Hotels.com managing agency performance data through proprietary data aggregator.
- Developed automation of data team processes using R programming and Excel macros

### MARKETING INTERN

FETCH MEDIA | MAR 2016 - JUN 2016

- Found Fetch on Tinder through their notable "Tintern" hiring campaign.
- Produced video for the campaign that was featured in Adweek, Campaign US, and many other websites globally.