

SAM LEISHMAN

WRITER |
EDITOR |
VIDEOGRAPHER |

CONTACT

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RECENT PROJECTS

- ✦ Assorted Social Media Content, *Visit Lost Coast* (2019-2022)
- ✦ "Standing Tall" marketing campaign, *Humboldt Lodging Alliance* (2020-2021)
- ✦ "Clone Care" Instructional Videos, *Highline Nursery* (2021)
- ✦ "Back to the 80s" Commercial, *Hops in Humboldt* (2019)
- ✦ Training Videos, *Gott's Roadside* (2018)

OTHER NOTABLE ROLES

- ✦ Caterer for "Untitled Zellner Brothers Film", *Good Food Brand* (2022)
- ✦ Writer/Interviewer—articles on the Humboldt cannabis industry, *The Ganjier* (2016)
- ✦ Editor, *Haute Pink Online Lifestyle Magazine* (2012)
- ✦ Administrative Assistant, *B-Metro Magazine* (2012)
- ✦ Administrative Assistant, *Birmingham Weekly* (2011)
- ✦ Editorial Assistant, *Red Mountain Review*, (2007)
- ✦ Undergraduate Programs, *Columbia College Chicago* (2008) & *University of Alabama* (2011)

WORK EXPERIENCE

Owner

LAT 40 Collective | 2020-Present

- ✦ A Humboldt County-based marketing & production agency, specializing in projects including but not limited to Advertising Campaigns, Video Production, Copywriting, Photography, Photo Styling, & Graphic Design.
- ✦ In 2020 & 2021, LAT 40 produced creative assets for the Humboldt Lodging Alliance "Standing Tall" campaign & regular social media content for the Lost Coast Tourism Association.

Multimedia Content Creator

North Coast Journal | 2019-2020

- ✦ Contributed photography & videography to the production studio, oftentimes writing, shooting & editing projects.
- ✦ Oversaw & developed six social media accounts, scheduling daily posts across a broad spectrum of accounts.
- ✦ Copy edited & wrote features for the newspaper & special publications, including dining, tourism, & wedding guides.
- ✦ Interfaced with sales through accounts receivable, maintaining regular communication with a boundless list of clients.

Manager

Gott's Roadside | 2013-2018

- ✦ Supervised the operations of a 50-member staff, 2,000-meal-per-day restaurant, with daily sales up to \$36,000.
- ✦ Stayed acutely aware of the flow of business, how that translated to sales figures & took steps to increase productivity & mitigate labor percentage.
- ✦ Gained proficiency at every culinary station & espoused that expertise taking orders in a fast-paced, high-volume environment.

ACADEMIC EXPERIENCE

San Francisco Art Institute

Bachelor of Fine Arts, Class of 2018

- ✦ Completed 120 units in courses encompassing all filmmaking niches—directing, cinematography, lighting, editing, sound design, screenwriting, acting—as well as extensive curricula in art history & critical theory.

Alabama School of Fine Arts

- ✦ As a student of the creative writing department, completed six advanced, semester-long workshops & four semester-long, advanced survey courses in writing-related topics.
- ✦ Received a special merit award for screenwriting from NFAA's youngARTS.