

# Samuel Haggard

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## EDUCATION

### Brigham Young University

Apr 2026

Double Major in Advertising (Copywriting) and Portuguese Studies

Provo, UT

- GPA: 3.9, multi-scholarship recipient
- Copywriter at BYU Adlab; ranked #1 Global Creative College by The One Club for Creativity
- Cotopaxi marketing case competition; 3<sup>rd</sup> place, team lead
- PwC Management Consulting Case Competition; 2<sup>nd</sup> place
- BYUSA Student Advisory Council Director; Managing 8 teams in BYU campus improvement

## EXPERIENCE

### Copywriter

Jan 2024-Present

*The Church of Jesus Christ of Latter-day Saints*

Europe and Africa; Remote

- Reduced cost-per-lead from \$10 to \$1 for client by implementing localized linguistic strategy
- Manage \$2,000 budget to generate 100+ high intent leads weekly
- Perform all aspects for lead-generation ad campaigns on Meta Ads Manager (Facebook/Instagram)
- Analyze and optimize ad campaigns with Tableau to increase ROI and reduce cost-per-result (CPR)
- Coordinate weekly with clients over Zoom in Portuguese, Spanish, and English; Understand cultural nuances of audiences in Portugal, Spain, England, Zimbabwe, Cape Verde, Mozambique

### Social Media & Brand Intern

Jun 2023-Jul 2023

*Agência Nacional Erasmus+ Educação e Formação*

Lisbon, Portugal

- Wrote copy/scripts and developed social media strategies for Instagram, Facebook, and LinkedIn; Initial post using strategy ranked top 0.4% most seen post of all time on company Instagram page of 1,869 posts
- Interviewed 19 individuals from target market to discover insights and improve company social media presence
- Composed professional-training packet in Portuguese on how to create and manage events for client
- Collaborate professionally in Portuguese through email and verbal communication

### Marketing Intern

Jan 2023-May 2023

*BYU Athletics; Softball and Volleyball Teams*

Provo, UT

- Created method to reduce advertising material production time by 200%
- Engineered marketing plan for volleyball match; work with analytics and fan experience to create long-term fans
- Designed volleyball match flyer on Photoshop; flyer was printed 500+ times to advertise game across campus
- Delivered quality customer service to children, elderly, families, and corporate sponsors to ensure satisfaction
- Experience using Click Effects (music) and Shoflow (game rundown) to create immersive experience for patrons

### Community Outreach Lead for First-Generation College Students

Oct 2022-May 2023

*BYU Office of First-Year Experience*

Provo, UT

- Built relationships with BYU administrators/faculty through email and meetings to secure \$3,000+ funding for 3 campus-wide events with a total of 400+ attendees
- Presented literature review with recommendations to faculty to improve first-generation college student retention

### Portuguese Classroom Teacher

Aug 2021-Apr 2022

*Missionary Training Center*

Provo, UT

- Taught 80+ students Portuguese through creative activities in class sizes of 8-14; Around 90% of students met language proficiency goal
- Tested new curriculum pilot program for online and in-person students during COVID; Kept up-to-date spreadsheet with findings and recommendations based on interviews with students prototyping new methods

## VOLUNTEER

### Full-Time Representative and Missionary, Portuguese Speaking

Feb 2019-Jan 2021

*The Church of Jesus Christ of Latter-day Saints*

Lisbon, Coimbra, Alentejo, Portugal

- Trained and led 20+ representatives to improve outreach to public

## PERSONAL

- Fluent Portuguese, fluent Spanish, novice French.
- Skilled in creative writing, scripting, production, Adobe Premiere, Adobe Photoshop
- Gallup Clifton Strengths: (1) Futuristic, (2) Incluser, (3) Input, (4) Learner, (5) Achiever
- Latin dance enthusiast