

# Samantha Corn

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## PROFESSIONAL EXPERIENCE

### Texas A&M AgriLife Extension Service Program Assistant | Grant Funded

May 2024 - Present

- Demonstrated responsible stewardship of grant funding through the delivery of 75+ training videos in the first contract year, with continued growth of accessible training courses and supplemental internal online resources.
- Enhance professional development for Agriculture and Natural Resources County Extension Agents across Texas through targeted training initiatives such as Beef & Range Professional Development Series, Cotton Weed Management, Premier Cotton 101, Range, Wildlife, Fisheries, and Management Stewardship Webinar Series.
- Create and deliver comprehensive online curricula, leveraging expertise in video production, editing, and instructional design to transform complex research into engaging, practical learning experiences while complying with branding and accessibility guidelines.
- Work with multiple Stakeholders and Subject Matter Experts to bring content to platforms such as AgriLife Extension Intranet on Microsoft SharePoint and AgriLife Aspire within Learning Management Software 365 (LMS 365), which provides valuable educational resources and fosters professional development opportunities.
- Assist in the facilitation of the Discover Extension program, supporting new employees in networking and resource identification while promoting a collaborative environment within AgriLife Extension.

### American-International Charolais Association Communications & Events Coordinator

January 2023 - May 2024

- Implemented a successful social media strategy that resulted in a 21.5% increase in page visits in 2023.
- Responsible for managing all AICA social media pages: Facebook, Instagram, YouTube, LinkedIn, and Constant Contact Email Communications.
- Coordinated bi-annual Board of Directors and committee meetings, convention/trade show appearances, and office meetings.
- Planned and executed major aspects of meeting management, including selecting sites, building databases, negotiating contracts, managing and securing hotel blocks, and providing on-site management for meetings ranging from 10 to 200 attendees.
- Collaborated with *Charolais Journal* staff to complete each monthly edition by drafting and executing monthly editorial and story ideas for individual issues and writing articles.
- Maintained and updated website content by working in coordination with EDJE Solutions to ensure all content was updated in a timely manner.
- Responsible for building banner advertisements and monitoring internal and external links, writing and editing website copy, including time-sensitive updates, page descriptions, and landing pages.
- Managed ad space purchases for breeders by utilizing Adobe Creative Cloud to design advertisements for web and social media placement, as well as print placement in the *Charolais Journal*.

### Cattle In Motion Livestock Show & Sale Broadcasting

June 2021 - April 2024

- Leveraged Open Broadcasting Software (OBS) and Cattle in Motion Software to deliver high-quality live streaming and video production for cattle sales and livestock shows nationwide.
- Monitored real-time online bids and updated website content live during cattle sales, enhancing the virtual experience for remote participants.
- Acquired proficiency in operating diverse video cameras and audio equipment while enhancing multitasking abilities through the simultaneous management of multiple live streams.

**Texas A&M University - Path to the Plate Program (PTTP)**  
**Social, Website & Events Student Worker**

**June 2021 - December 2022**

- Supported the development of multiple educational web series for a variety of content, including but not limited to, Food Safety and Meats Courses, Livestock Handling & Management Practices/Seminars, Texas Beef Cattle Short Course, Texas Sheep & Goat Exposition, Texas 4-H State Round-Up Contests, etc.
  - Assisted with lighting, cinematography, audio setup, and post-production editing.
  - Collaborated with the team to develop visually compelling and engaging social media content for PTTP social media platforms and website, utilizing Canva for design.
  - Curated monthly Media Kits, which included social media graphics, captions, and information for County Extension Agents across the state to utilize.
  - Developed and managed social media calendars and executed campaigns to drive traffic to the PTTP website.
  - Managed, updated, and designed content on the PTTP website using WordPress, ensuring accuracy, usability, and consistent branding.
  - Spearheaded research on various Food/Nutrition topics to produce monthly education and information-based articles for publication on the Path to the Plate website and corresponding social media pages.
  - Facilitated comprehensive training for new employees and delivered ongoing individual support to ensure staff accountability and professional development.
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**INTERNSHIPS**

**American-International Charolais Association**  
**Communications & Marketing Intern**

**May 2022 - August 2022**

- Coordinated the design, production, writing, editing, and photography for various projects supporting the Charolais Junior National Show and Leadership Conference, the August edition of the Charolais Journal, and the VitaFerm Char-Focus Leadership Conference.
  - Assisted staff in event coordination and execution by preparing contest documents and managing check-in tables to ensure smooth operations.
  - Managed and updated AIJCA's Facebook and Instagram pages with timely updates and show results, enhancing online engagement.
  - Networked with Charolais breed members during the Charolais Junior National Show and Leadership Conference and VitaFerm Char-Focus Conference, serving as a valuable resource for their inquiries and concerns.
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**EDUCATION**

**Texas A&M University**

**Degree:** Master of Marketing Flex-Online | Mays Business School

**Expected Graduation:** May 2027

**Texas A&M University**

**Degree:** B.S. Agriculture Communications & Journalism, Minor in Agriculture Economics

**December 2022**

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**CERTIFICATIONS**

**LinkedIn Learning**

- Illustrator Essential Training (2020)
- InDesign Essential Training (2021)
- Photoshop Essential Training: The Basics (2021)