

# SAM CENTERBAR

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## COMMUNICATIONS | CONTENT STRATEGIST

Creative communicator with 7+ years of experience turning complex ideas into clear, compelling stories across digital, video, and live platforms. Proven success in driving engagement and action through content strategy, brand storytelling, and mission-driven campaigns. Passionate about using storytelling to advance sustainability, equity, and community impact.

### KEY SKILLS

Content Strategy | Brand Storytelling | Campaign Planning & Execution | Digital Marketing | Community-Building Copywriting & Scriptwriting | Video Editing & Direction | Jira | Meta Business Suite | Google Ads | Canva | Invideo

## PROFESSIONAL EXPERIENCE

VOLUNTEER SOCIAL MEDIA STRATEGIST | CONTENT CREATOR 02/2025-Present

### Citizens' Climate Lobby

*Nonpartisan grassroots nonprofit empowering citizens to influence climate policy through education and engagement.*

- » Restoring the organization's underperforming social media presence, developing a full content calendar across Meta, to promote events and lobbying campaigns.
- » Designed print and digital collateral for a documentary screening featuring an opening speech with Congressman Quigley, and filled the venue with a wait list within 3 weeks.
- » Creating content supporting grassroots lobbying efforts, including campaigns for NOAA funding and the Inflation Reduction Act.

COMMUNICATIONS LEAD | SR. CONTENT STRATEGIST 10/2023-02/2025

### Sonova Group

*Global leader in hearing healthcare, offering innovative hearing solutions across a multi-brand portfolio.*

- » Audited call center leads and uncovered key conversion barriers around insurance, pricing, and scheduling.
- » Redesigned landing pages, boosting Q4 appointment bookings by 17%.
- » Secured budget and led production of six brand videos, decreasing YouTube ad cost-per-lead by 30%.
- » Lead onboarding for new hires on brand guidelines, product knowledge, and content strategy.

COPYWRITER 06/2022-10/2023

### FCB Chicago

*Global creative agency specializing in pharmaceutical and consumer health brands.*

- » Volunteered to co-lead FCB Green, an employee sustainability group, cutting paper cup waste by 25%, running employee surveys, and launching a composting program and "Adopt-a-Desk-Plant" initiative.
- » Collaborated on a time-sensitive pitch for Prestige Consumer Healthcare, generating \$3M+ in agency revenue across three brands: Goody's, BC, and Dramamine.
- » Ideated and scripted proof-of-concept creative under a two-week deadline, collaborating with an art director to deliver standout concepts that advanced to final-round client presentations for all three brands.
- » Wrote broadcast-ready scripts for Dramamine; one spot—"Drama Llama on a Jet Bridge"—went viral, earning 31.2 million impressions.

### ADDITIONAL POSITIONS INCLUDE:

**Write Label (Client iHeartMedia)** – Freelance Copywriter: Created radio ads with 32:1 ROI.

**Escape Marquette** – Content Manager: Doubled Mother's Day bookings via promotional strategy.

**Spread Goodness Day** – Content Manager: Led digital campaign quadrupling engagement and raising \$20K+.

**Comedy Wire** – Comedy Writer: Top 10 contributor, recruited to affiliated copywriter program, Write Label.

**HomeGoods** – Department Coordinator: Promoted within 6 months; led a team of 5.

**The Second City** – Show Creator: Wrote and marketed a sold-out Christmas sketch show.

**Zanies Comedy Club** – Box Office Assistant Manager: Increased revenue by optimizing promotions and operations.

## EDUCATION

Bachelor of Arts, Theater and Playwriting | James Madison University