

Samia H. Saeed

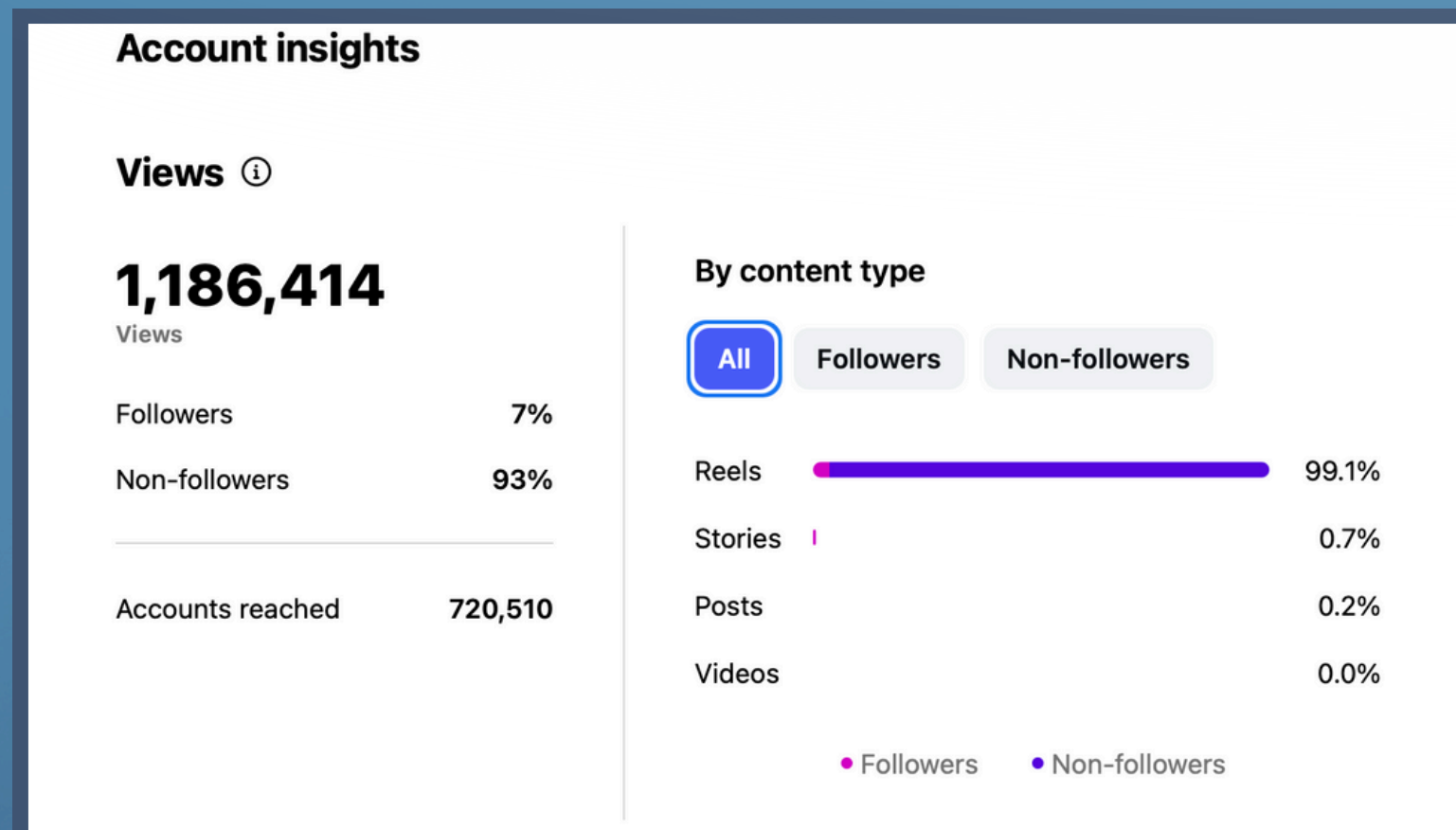
Hi, I'm Samia!

A **Digital Content Strategist** and **Multimedia Producer**
specializing in social media growth, video production and
data-driven content strategy.

Let's bring your *digital vision* to life.



Digital Content Strategy



Instagram Analytics screenshot showing 1 million monthly views.

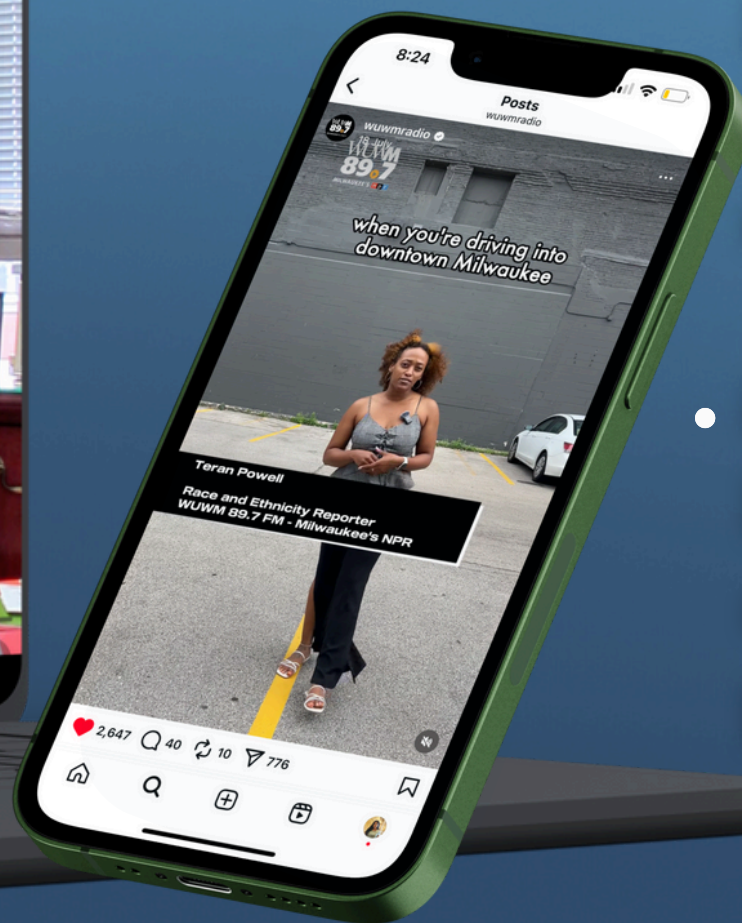
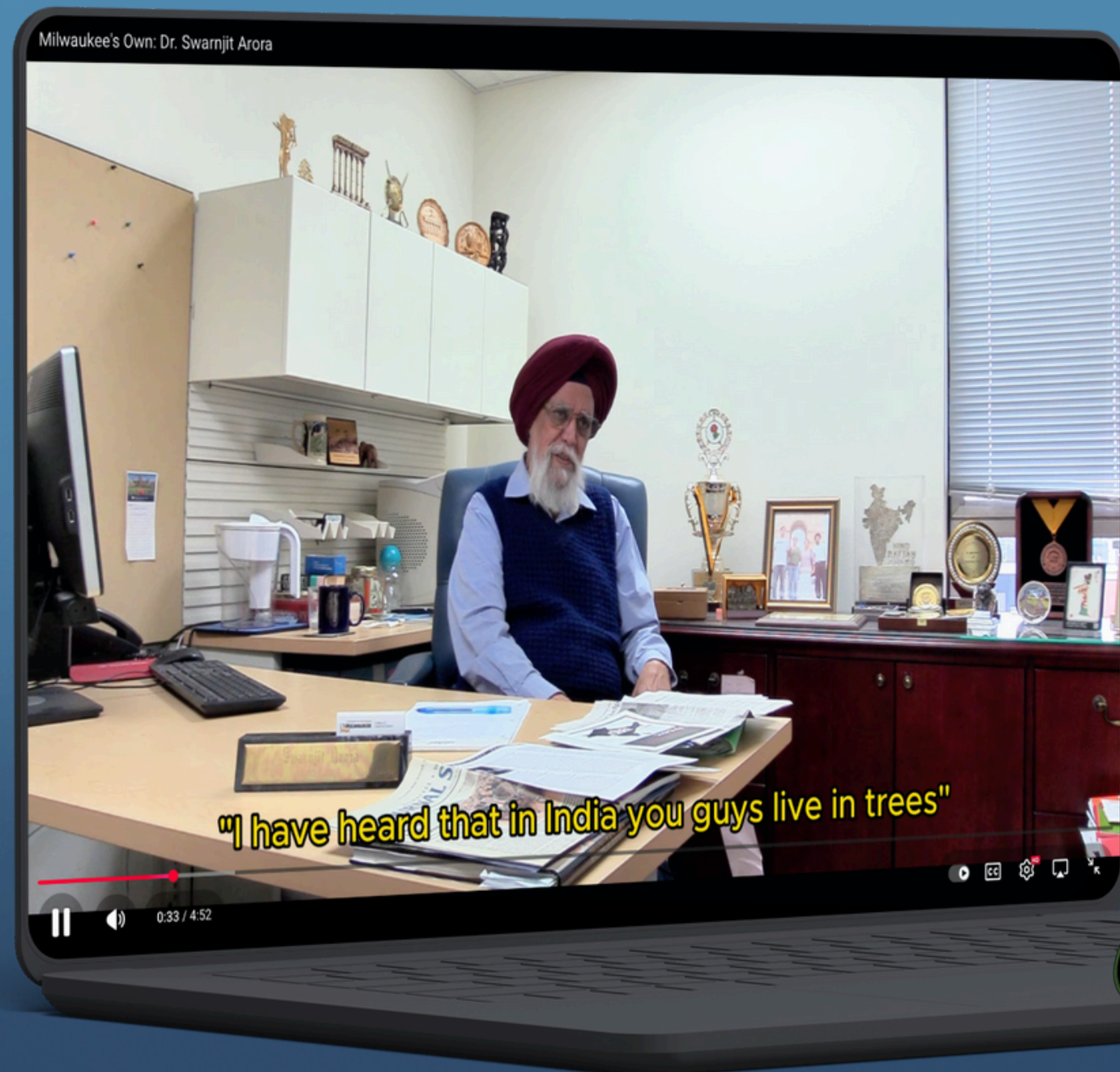
- As the Social Media Producer at WUWM 89.7 FM – Milwaukee’s NPR, I drove a 65% increase in Instagram followers for @wuwmmradio by creating and executing a data-informed content strategy.
- Earned national recognition through scheduling and producing collaborative content with National NPR's Instagram team, amplifying local stories to a broader audience.
- Singlehandedly shattered performance metrics with 1M+ monthly views on Meta and a historic 99% non-follower viewership.
- Launched and managed the "Street Smart vs. Station Wise" campaign, establishing a new model for data-driven station awareness.

Social Media Management

- As a member of the Milwaukee Public Market marketing team, I orchestrated a large-scale holiday campaign in partnership with the Milwaukee Public Library, managing all vendor communications and logistics.
- Skyrocketed Instagram followers by 5,000+ in a single quarter and achieved a reach of 2M+ users through targeted, optimized campaigns.
- Produced high-velocity, short-form video content and photo carousels that garnered 500,000+ views across all platforms.



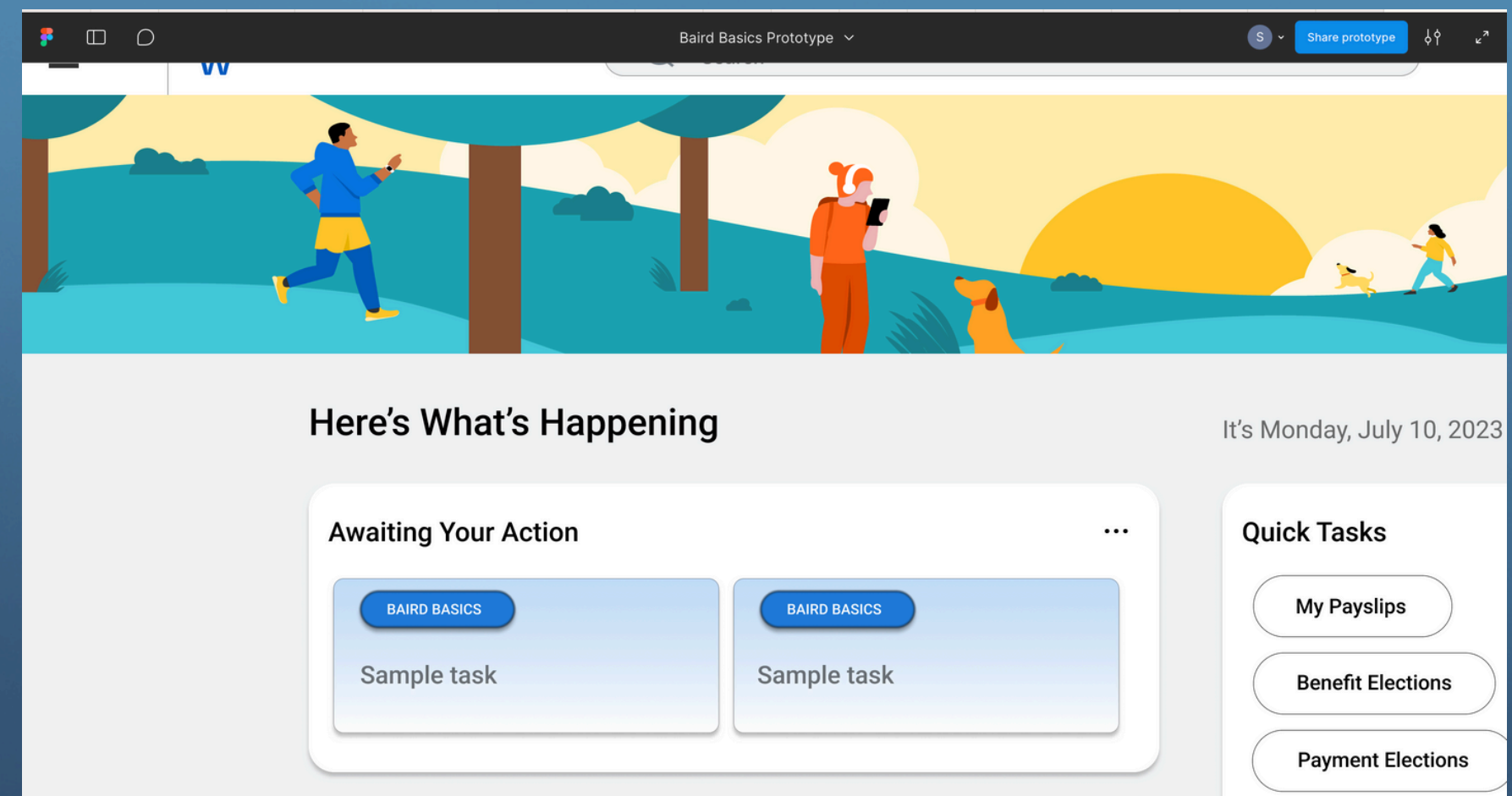
Video Production



- Produced a short documentary for Media Milwaukee from concept to delivery: Led all phases including pre-production planning, filming, interviewing subjects, and editing the final cut using Adobe Premiere Pro.
- Mastered short-form, rapid-turnaround content: Scripted, shot, and edited engaging Reels and news clips for WUWM's social channels, contributing to massive audience growth.
- Utilized professional-grade equipment: Shot on DSLR/mirrorless systems, handling all technical aspects of audio and video recording in field production.

UX Design & SEO-focused Writing

- Won Baird's 2023 Intern Innovation Award by using Figma to redesign the recruiting portal and separately, visually modernize the company's internal intranet for 5,000+ associates.
- Executed Macmillan Learning's website relaunch, migrating 400+ webpages and utilizing SEO techniques to optimize URL structures, meta descriptions, and blog content for the College Quest platform.



Click on the image to launch the full prototype.



Photography & Visual Journalism

Selected product photography and visual journalism works on either side, respectively.

Click on the images for published content.



Connect with me!

Interested in working together?

My full resume, with detailed technical skills and experience, **is available on my LinkedIn profile.**
I'm always happy to discuss my work in more detail—feel free to reach out to me there.

References and further materials are available upon request.

LinkedIn

Email

Phone

Portfolio