

Sam Mosher

Public Relations Specialist



samuelscotmosher@gmail.com



@SamScotMosher

Employment History

TriplePoint PR, Kansas City, MO

May 2020 - Present

Senior Account Executive and Podcast Host (March 2023 - Present)

- Managed account responsibilities and led client teams at a gaming PR agency for industry-leading companies like Asmodee, SEGA of Europe and Quantic Dream
- Developed and executed strategic PR plans to achieve marketing goals for product launches, corporate announcements and physical events like PAX West
- Hosted and produced the agency's podcast, Real Time Strategy, including booking guests from IGN, Game Informer and Mojang

Account Executive (March 2022 - March 2023)

- Developed and executed a year-round gift guide coverage program implemented across clients, targeting strategic press verticals and driving sales for game, toy and tech products
- Earned mainstream coverage with outlets like NPR, WIRED and Yahoo through cultivated press relationships, strategic pitching and organized client resources

Account Coordinator (May 2021 - March 2022)

- Delivered concise coverage reports, research-driven briefing sheets and creative pitches to meet account objectives
- Developed relationships with press, content creators and clients through in-person events, targeted mailers and more

Associate (May 2020 - May 2021)

- Researched press sentiment and wrote coverage reports for clients like The Pokémon Company International, Blizzard Entertainment, and Gearbox Publishing
- Conducted media audits to find ideal press targets for stories involving video games, tabletop products and virtual reality

Podcast Host/Producer, Kansas City, MO

February 2017 - Present

- Launched, designed and hosted weekly pop culture and gaming podcasts with more than 40,000 total plays
- Edited more than 250 episodes using Adobe Audition and promoted the show using Twitter and Instagram
- Booked notable guests like Kinda Funny's Greg Miller to interest listeners and expand audience numbers

Multimedia Editor, *Vox Magazine*, Columbia, MO

January 2019 - December 2020

- Led the multimedia team of Columbia's city magazine by overseeing and critiquing all video and podcast content
- Managed a team of student multimedia reporters by serving as their front-line editor in order to meet deadlines and collaborate with other reporters on large feature stories, seasonal podcast episodes and an online music festival

Anchor/Producer, *KBIA-FM*, Columbia, MO

January 2019 - May 2020

- Designed a podcast for mid-Missouri's NPR affiliate by conducting audience research and producing pilot episodes
- Anchored more than 60 newscasts by writing on-air scripts and creating master online newscasts for KBIA and NPR One

Education

Master of Journalism, Emphasis in Strategic Communication

University of Missouri

Graduation Date: May 2021

Columbia, Missouri

Bachelor of Journalism, Emphasis in Multimedia Producing

University of Missouri

Graduation Date: December 2019

Columbia, Missouri

Minor: Spanish

Graduated Summa Cum Laude Top Scholar with Honors