

Sam Yeoman

Sustainability Program Manager/Director Of Purpose-Driven Marketing

Dedicated Sustainability Professional currently working in the waste and materials management industry as a Sustainability Program Manager. Spent the last year+ engaging waste management firms, municipal government agencies, commercial contractors, and environmental and waste/materials management experts to create and pilot an industry standard for making the waste management sector more sustainable, efficient, and economically viable. Oversee and manage 9 certification pilot projects, impacting a population of over 4 million US citizens and 4 million tons of waste/material, which equates to ~10.38 million lifecycle CO2e emissions avoided.

Also have experience in sustainability in the built environment as a LEED AP for Building Design and Construction. Before diving head first into Sustainability, worked as a journalist and a digital copywriter for 10+ years. Earned a Masters of Science in Sustainability Management from Columbia University.

Education

2019-09 -
2021-04

Master of Science in Sustainability Management: Sustainability Studies

Columbia University in The City of New York - New York, NY
Relevant Coursework: Financing the Clean Energy Economy, GHG Accounting, Sustainability Reporting, Economics of Sustainability Management, Resilience and Responsiveness in the Built Environment, Theory & Practice of Life Cycle Assessment, Consumerism & Sustainability, Earth's Climate Systems, Water Governance, Writing about Global Science for International Media, The Business of Sustainable Forestry.

2008-01 -
2012-01

Bachelor of Arts: English Writing

University of Pittsburgh - Pittsburgh, PA

Work History

2021-04 -
Current

Sustainability Program Manager

The SWEEP Standard, New York, United States

- Recruited and onboarded 5 pilot programs and added 15+ SWEEP member organizations over the past year.
- Oversee and manage 9 certification pilot projects, impacting a population of over 4 million people and 4 million tons of material, which equates to 10.38 million lifecycle CO2e emissions avoided.
- Collect, analyze, and provide feedback on pilot organization's materials management data to ensure compliance with standard.
- Developed online certification forms with contracted program developer, using input from pilots to continuously improve software.
- Lead all marketing efforts, including drip email marketing campaigns, digital copywriting, thought-leading blog writing, social media marketing, and press release writing.
- Research, customize (via Canva), and pitch sales proposals to potential pilot participants and members.
- Write and edit portions of standard pertaining to policy, data collection, emissions, recovery, and disposal of solid waste.
- Chair weekly management and policy committee meetings for solid waste experts participating in development of the Standard.
- Developed, designed, wrote, and edited comprehensive (250+ Page) SWEEP Certification Manual - an extensive "how-to" guide/instruction manual for certifying entities.

Contact

E-mail

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Skills

Drip Email Marketing Campaigns
Purpose-Driven
Copywriting/Marketing
Impact Storytelling
Sustainability Consulting
Sustainability Reporting
GHG Accounting
Life Cycle Assessment
Sustainability Management
Data Analytics

Languages

Spanish

Certifications

LEED Green Associate
LEED AP (BD + C)
Latin American Studies

2020-09 -
2020-12

- Host/facilitate/moderate SWEEP's bi-monthly webinar series.

Coastal Resiliency Consultant/Project Manager

Urban Ocean Lab, NYC, NY

- Managed team of nine student consultants in analyzing coastal resiliency risks due to climate change and sea level rise.
- Developed a comprehensive policy tool-kit for our think tank client, Urban Ocean Lab, that evaluates efficacy of eco-restoration strategies, coastal resiliency policy and environmental justice initiatives of top cities around the U.S.
- Designed the project, developed the work plan, prepared oral briefings, wrote reports for the client, and ensured the timely completion of tasks.

2017-11 -
2020-03

Lead Copywriter

Splash Worldwide, Portland, OR

- Voice over script writing for web video commercials and product descriptions for 10+ large corporations in fashion, outdoor equipment (Coleman), sports apparel (Nike) office supply and wellness (Newell), and healthcare (A-Dec).
- Enhancing client's brand awareness and lead generation through targeted social media marketing campaigns via Instagram, Facebook and Twitter.
- QA/proof reading/editing extensive financial documents for print, digital and for internal presentations and communications.

2015-12 -
2017-12

Marketing Content Manager

SAP SE, Remote

- Analyzing the CSR risks of SAP's competitors and partners via competitive analysis reporting to enable informed decision making regarding the enhancement of their own CSR initiatives and/or facilitating CSR partnerships with like-minded corps.
- Web content editing/curating/creation for SAP's Vision & Purpose section of their website.
- Improving brand awareness and exposure through CSR related, thought-leading blogging.
- Aligning competitive analysis with UN's Sustainable Development Goals.
- Delivering strategic CSR counsel to president of SAP's Purpose-Driven Marketing department.

2015-06 -
2017-07

Content and Data Quality Editor

Comcast Corporation, Philadelphia, PA

- Enhancing the user experience of Comcast's premier cable service (X1) by approving, matching, linking, and enhancing program metadata.
- Creating/editing copy for synopses of movies, TV, sports and music for cable platform.
- Reviewing reports to ensure customers are receiving high-quality entertainment data.

2015-02 -
2015-05

Freelance Copywriter

Octo Design Group, Philadelphia, PA

- Writing web content for proprietary landing and home page.
- Managing content strategy for client's website overhaul to enhance brand.
- Developing and deploying drip email marketing campaigns for customer lead generation and capture.
- Auditing design group's complete content library to improve messaging and outreach.

2013-09 -
2014-11

Digital Copywriter

Founders Medical Practice, Philadelphia, PA

- Designing and managing practice website, including content creation, editing, video production, video script writing and video editing.
- Writing patient letters to improve patient loyalty.
- Supporting practice supervisor's administrative work to improve operations.

2012-10 -
2013-04

- Implementing and overseeing inter-office communication platform.

Digital Copywriter/Content Specialist

Level Agency, Pittsburgh, PA

- Utilized Google Ad words and Yahoo Bing Ad Network and dramatically increased North Central University's admission leads for aspiring students.
- Advertising and SEO copywriting for all agency clients, enhanced search engine ranking and web presence.
- Managed branding and social media campaigns and wrote immaculate press releases, white papers and traffic-driving blog posts.
- Copy editing for proprietary commercial script writing for Level Agency's website and videos for clients.

Internships

Business Development Intern, C2 Energy Capital (Now "EDPR") | 2020 - 2021

- Conduct research on solar regulations in various states and utility territories to understand new and emerging solar markets
- Work closely with the Origination team to seek out new customers
- Evaluate potential sites for solar development using parcel data, USGS topo maps, Google Earth, and other platforms
- Work in Helioscope or PVSyst to develop initial solar designs
- Assist in the development of a unique financial model for each customer,

Multimedia Journalism Intern, Philadelphia City Paper | Philadelphia, Pa | 2014-2015

- Performed research and checked all facts to maintain high standard of journalistic integrity.
- Wrote, edited and produced stories for multiple platforms, including Internet and digital channels.
- Followed through on beat sources, contacts and leads to gather information for stories

Content Management Intern, The Sports Tribune | Philadelphia, PA | 2013-2014

- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
- Coordinated sports content and topics with editor and chief.
- Drove operational improvements which resulted in savings and improved profit margins.

Digital Copywriting Intern, Level Agency | Pittsburgh, PA | Jun 2012-Sept 2012

- Proofreading, researching and blogging.
- Assisting/editing client presentations.