

SAMPSON WILLIAMS

818-590-9923 | sampson.williams@gmail.com | www.sampsonwilliams.com | linkedin.com/in/sampsonwilliams/

ACCOMPLISHED VP MARKETING SKILLED IN BRAND, STRATEGIC & CREATIVE EXECUTION

Award-winning marketing executive with 20+ years of experience who's love of marketing transforms creative visions into cultural moments that have consistently delivered #1 shows across 3 major networks and streaming including Trucker, Star Trek: Discovery, Survivor, and The Voice for CBS, FOX, NBC and Paramount+. As a creative leader, Sampson leads by example inspiring an environment that allows people to take risks, share ideas and consistently strive to do their best work in fast paced, dynamic, competitive environments. Fully capable of leading a full array of enterprise marketing responsibilities, including the creative and strategic development of brand and marketing campaigns, management of brand standards, and leadership of marketing analytics. Able to establish trusted relationships with stakeholders while guiding complex initiatives from initial concept through national rollout, including marquee launches following multiple Super Bowls. Areas of Expertise include:

Executive Leadership | Strategic Planning/Execution | Creative Leadership | Brand Management | Social Media Marketing | Omni-Channel Campaigns | Oversee External Agencies | Employee Retention | Product Positioning | Budget Administration | OOH Print / Key Art | Leverage Data Analytics | Executive Presentations | Writing & Production | B2C & B2B Marketing

PROFESSIONAL EXPERIENCE

CBS | Paramount Global, REMOTE & Los Angeles, CA

MAR 2012 – JUNE 2025

Vice President CBS Marketing & Group Creative Director

Led creative, strategy, and execution for all facets of show launch and management for CBS Entertainment and select Paramount + titles, with accountability for strategy, media, creative strategy, branding, digital A/V, social media, key art, digital art, specialized content shoots, media buys, radio, and social marketing.

- Worked Cross Functionally across all internal and external marketing departments and stake holders including publicity, media, vendors, production, talent, C-Suite Executives, studios, sales, current execs and international sales and more.
- Managed the creative director group covering all of CBS primetime, late night, daytime, CBS Studios, & select Paramount + titles.
- Handled creative and planning for media show budgets ranging from \$1M to \$10M, as well as special shoot budgets for individual shows ranging from \$30K to \$1.2M.
- Launched multiple #1 shows, including Star Trek Discovery, the top original series launch on the Paramount+, as well as FBI, the #1 new series of 2018 that spawned 2 series spin offs, NCIS and The Equalizer, the #1 & #2 top-rated shows on TV in 2021, Trucker, the current #1 show on TV, and Survivor the current #1 Reality show on TV that has also doubled its streaming audience on Paramount+ over the last 3 years. Successfully maintained or grew ratings for shows across all genres in addition to the above including: Blue Bloods, NCIS, The Grammy Awards, The Amazing Race, Seal Team, SWAT, Love Island, and more.

NBC Universal, Los Angeles, CA

MAR 2008 – FEB 2012

Vice President NBC Marketing, Creative Director - Drama & Reality Series

Led creative for on-air NBC primetime drama and reality programs and contributed to print, media, and online marketing campaigns.

- Recruited to address and resolve longstanding issues that were leading to losses of talent.
- Led a team of 13 writer producers, ranking in the top 5% of the company for employee satisfaction with zero turnover.
- Handled creative and planning for media show budgets ranging from \$1M to \$10M, as well as special shoot budgets for individual shows ranging from \$50K to \$1.4M.
- Launched several #1 new shows or seasons including America's Got Talent, Grimm, Parenthood, Smash, Deal or No Deal, Celebrity Apprentice, Law & Order SVU and The Voice which is still the #1 singing show on television 14 years later.
- Developed numerous upfront and sales presentations.

Fox Broadcasting, Los Angeles, CA

MAR 2005 – MAR 2008

Creative Director On-Air, Special Projects

Orchestrated and executed special projects, directing special shoots with A-list talent, supervising a team of writer producers and outside vendors across all show genres.

- Numerous successful #1 new show/season launches including American Idol, 24, Prison Break, Bones, Hell's Kitchen, Are You Smarter Than a 5th Grader, Arrested Development, The OC, The Simpsons, So You Think You Can Dance and House after the Super Bowl.
- Oversaw shoots, script writing, directing, and planning for various film and video shoots, advertiser-sponsored promotions, sales presentations, digital content, and upfronts.

NBC Entertainment, Los Angeles, CA
Senior Writer Producer, Special Projects

FEB 2002 – MAR 2005

Wrote, edited, produced and directed commercials and special shoots for NBC primetime shows including various sales and Upfront presentations.

- Wrote and produced promos for #1 shows that included Biggest Loser, Crossing Jordan, West Wing, Medium, Crossing Jordan, The Apprentice, La Cenicienta (#1 launch for Telemundo) and two Olympic games.
- Led production on upfront presentations and opens, including the launch of NBCUniversal.

ADDITIONAL PROFESSIONAL EXPERIENCE

- **Kandoo Films**; Editor, Sound Mixer, Graphic Designer, DP, Director

EDUCATION

- **Bachelor of Arts (BA), Media**, Brooks Institute of Photography, Santa Barbara, CA

AWARDS

- ★ Over 35 World Gold & Silver, North American Gold & Silver Promax Awards
 - ★ Judges Choice Promax Award
 - ★ Cine Golden Eagle Award
 - ★ Golden Trailer Award
 - ★ 2 Clio Awards
- ★ Santa Barbara Film Fest “Best of the Fest” Award

THANK YOU FOR YOUR TIME AND CONSIDERATION!