

Samantha Engelmyer

Bio

In high school, Samantha tried her hand at her first social media campaign for a contest and began to dip her toe into the world of social media analytics and creating graphics. In the spring of 2018 Samantha transferred from University at Albany's public health program to Hudson Valley Community Colleges Digital Media program to pursue a more creative path. Samantha has embarked on many internships while also studying, including two with the Albany Dutchmen, one with Alexander Hamilton Scholarship Foundation, and one with Fort Orange Press which led to a permanent position at the company. Internship responsibilities have ranges from state and local election ballot management, to social media strategy, to photography, and always a lot of graphic design. Employment at Fort Orange has found Samantha as a part of the digital printing team and to become the resident expert in variable data printing as well has become well versed in a variety of pre-press and digital printing software. On top of school, internships, and her job, Samantha has also begun to design websites on the side as well as more comprehensive design packages.

Artist statement

Through my work I attempt to convey subtle ideas in bold ways and bold ideas in subtle ways, though what is always consistent is a sense of playful, sophisticated eloquence. I believe there is no reason dry content should not be delivered in a playful manner. Informational items should be engaging and promotions should be bold, no matter how elegant. In a world where there is digital content everywhere, ever digital communication should be unforgettable.