

Nancy C. Sampson | Creative Content Portfolio

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Research Triangle Foundation

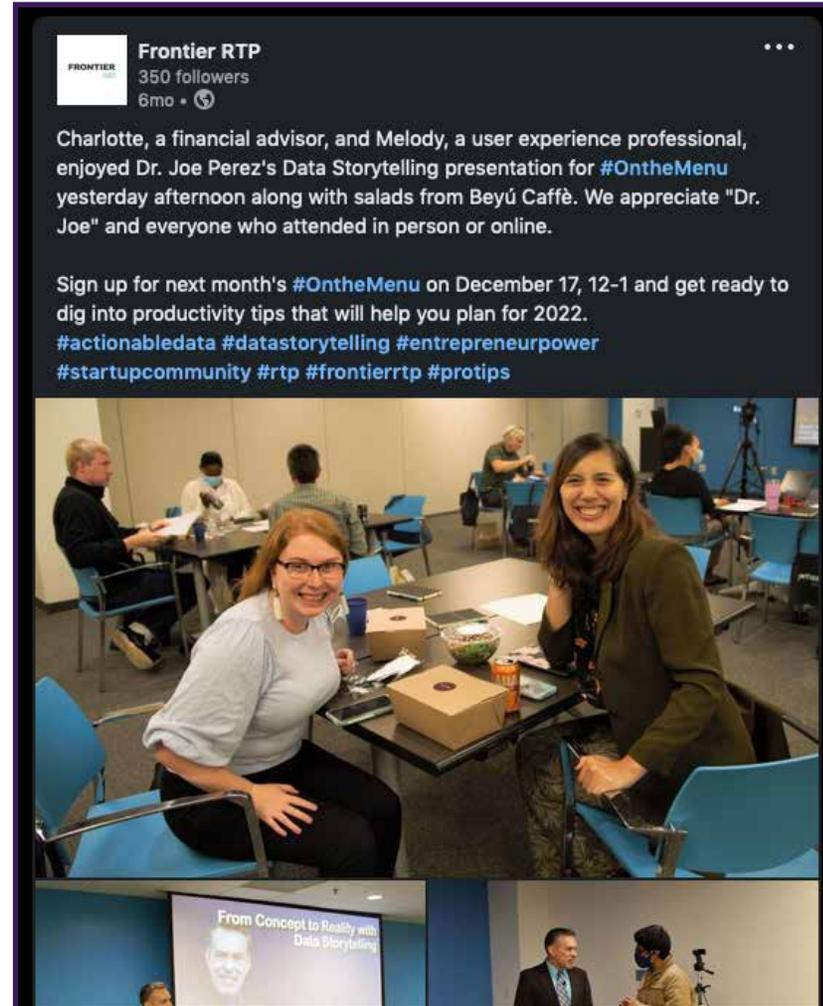
I contributed short- and long-form written content for this 501(c)(4) non-profit as Content Marketing Manager. The core missions of the organization are to bring benefits of economic development to all North Carolinians and to facilitate collaboration between local universities and corporations.

The following six pages contain examples of my work from this experience:

- Social media
- Blog posts
- Ad copy

Social media

Examples of copy I provided for event promotions, achievement highlights and awards for the organization, all with the common goal of building community and brand awareness.



“On The Menu: Data Storytelling,” a live, monthly, event. Frontier RTP, LinkedIn, November 2, 2021.

Opening of Lilly Science and Technology Center. Research Triangle Park, LinkedIn, March 18, 2022.

Sponsored social media post for Boxyard RTP. WALTER Magazine, Instagram, March 18, 2022

Recap of a live event, “#RTP180: Medicine.” Frontier RTP, LinkedIn, February 24, 2022.

Durham Magazine’s “Influencer” issue, out now, contains an interview with our own Scott Levitan. The article brings attention to Boxyard RTP, Frontier RTP and Hub RTP which are all results of public-private partnerships, nurtured by Scott and the Research Triangle Foundation team. Read more in the article, on page 39, about the Park’s influence in the Triangle region and beyond. Research Triangle Park, LinkedIn, February 2, 2022.

Coffee and community. Frontier RTP, Instagram, January 26, 2022.

Growth in RTP. Research Triangle Park, LinkedIn, January 25, 2022.

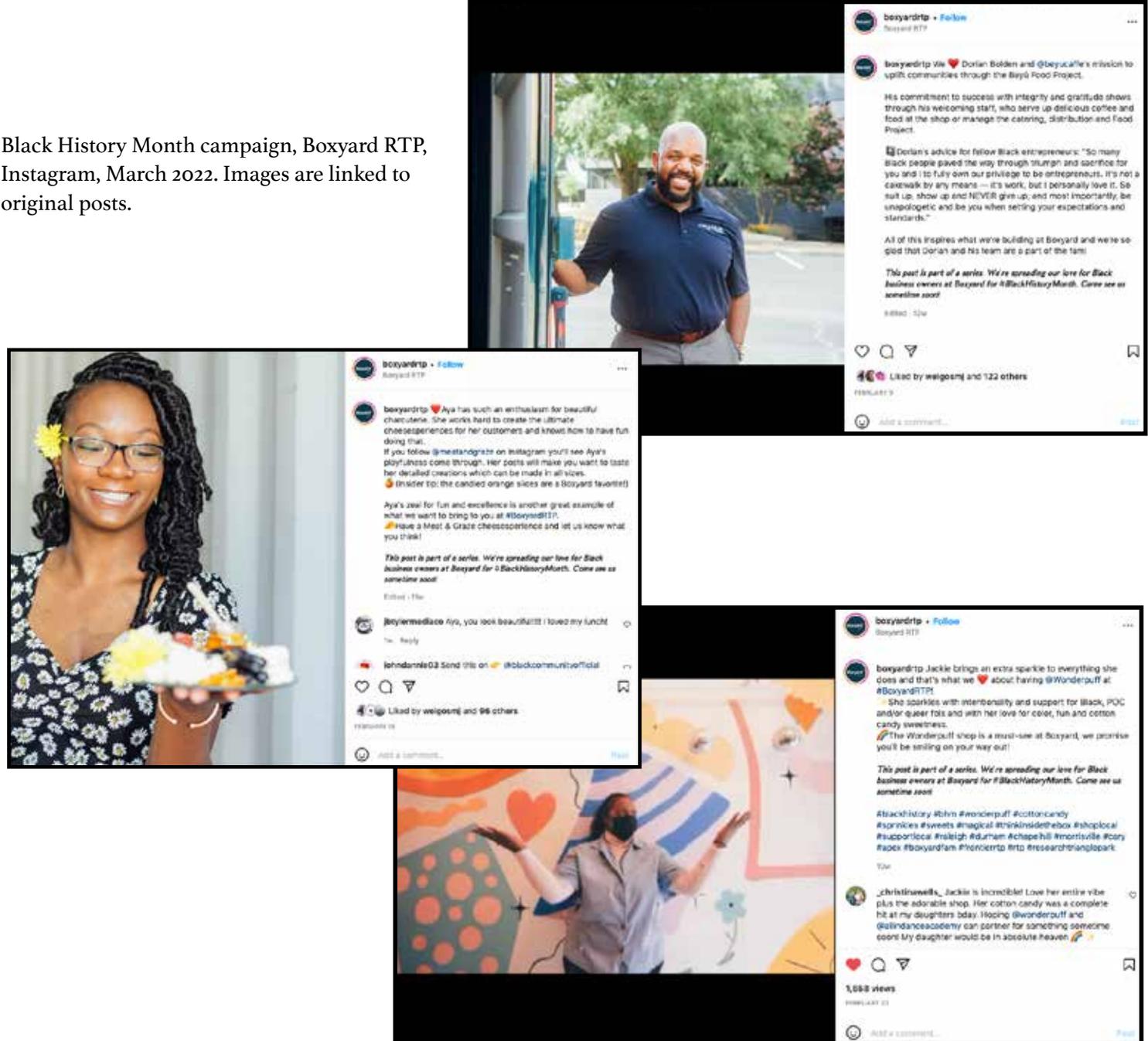
Community bee hive tour with Bee Downtown. Frontier RTP, Instagram, October 7, 2021.

Research Triangle Foundation

I led the plan for a Black History Month campaign to highlight Black-owned businesses. The original concept was to gather quotes from the business owners. During the process we received feedback that some in the group did not feel comfortable with this style of observation. I reevaluated the approach and I wrote the series from the perspective of our appreciation for each person and the positive aspects that their businesses bring to the community.

Social media: Instagram campaign highlight

Black History Month campaign, Boxyard RTP, Instagram, March 2022. Images are linked to original posts.



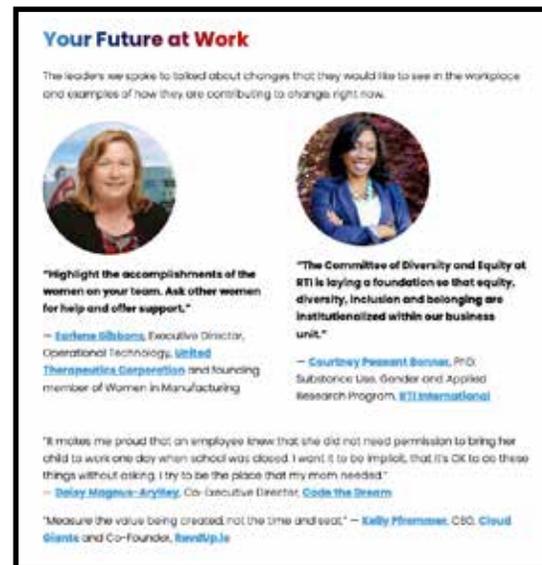
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Inside Hub RTP: Street Name Stories, Elion and Hitchings

“Elion Drive and Hitchings Way, which intersect in Hub RTP’s retail and residential district, are named after Gertrude B. Elion and Dr. George H. Hitchings, health science teammates who began their groundbreaking research in 1944 at the U.S. headquarters of Burroughs Wellcome in Tuckahoe, New York and later, Research Triangle Park.”

RTP.org, March 1, 2022. Wrote and formatted in WordPress.



Breaking the Bias: Leadership in RTP

“We asked women leaders across Research Triangle Park to share their thoughts about success, their leadership styles and the benefits of working within RTP. We’ve collected compelling advice from the four panelists who participated in our International Women’s Day event and other accomplished women in our community.”

RTP.org, March 15, 2022. Selected photos, wrote, and formatted in WordPress.

Research Triangle Foundation announces additions to leadership team

“The Research Triangle Foundation (RTF), the organization tasked with the administration and stewardship of Research Triangle Park, today announced the promotion of two staff members after their exemplary contributions to the growth of the Foundation over the past several years.”

RTP.org, August 31, 2021. Press Release. Selected photos, wrote, and formatted in WordPress.

Blog Excerpt

Unpublished excerpt for a blog section relaunch on rtp.org. Previous posts were in narrative style and I proposed a Q&A format to improve readability and user engagement. The entire article is available by request.

RTP Discover: Merakris Therapeutics

Merakris Therapeutics is one of the growing life science research and development companies located within the **Frontier RTP** campus. The company specializes in regenerative medicine with a focus on amniotic fluid and stem cells donated from healthy births, and their ability to repair damaged tissue.

Some of the therapies Merakris develops are used to heal corneas, skin ulcerations, and other dermal wounds. It also offers treatments for skin rejuvenation. The company recently entered a **partnership with the United States Department of Veterans Affairs** to conduct a two-part Phase II clinical trial to evaluate its Dermacyte wound care product. We sat down with CEO Chris Broderick to learn more about how this small-scale company is developing large-scale improvements in its field.

What is your impression of the Triangle Region?

I'm a native North Carolinian and I live close to **RTP**. I think the environment in this area – specifically the universities, biotechnology programs and the various entrepreneurial efforts – got into my DNA and influenced me to want to make a difference in healthcare. Merakris was born out of that desire to make a difference.

You mentioned the strong biotech sector and university partners. How else has that contributed directly to the development of the company?

It's been a great benefit to be down the road from so many highly regarded research universities and large biotechs. I enrolled as a master of science candidate in bio-manufacturing at **NC State** to build up my knowledge about the technologies being used by the larger companies.

What led you to establish Merakris Therapeutics?

Almost 10 years ago, I noticed that clinicians were using human birth tissue products to treat wounds. I looked at the products used for wound care and saw an opportunity for improvement.

We began to look at areas where we could refine the process and end result. We started with better tissue collection, better purifying methods and then went on to GMP manufacturing. What started out as a personal challenge to improve a product for wound care has since turned into a full-blown regenerative medicine company. We are still using human birth tissue but now we're working on additional applications.

The term regenerative medicine refers to treatments that can regrow, repair or replace damaged or diseased cells, organs or tissues. This includes the use of stem cells, tissue engineering and the production of artificial organs.

Breaking the Bias: Leadership in RTP

Research Triangle Park hosted leaders from companies within the Park and a community of professionals for a fireside chat at Boxyard RTP on March 8, International Women's Day.

Our speakers shared notes about their own success, meeting challenges and contributing to growth and opportunities in North Carolina.

Read more about what we discussed RTP.ORG/BREAKINGTHEBIAS

Durham Magazine, April / May 2022, pages 110-11.



Roots Farmers' Market

I volunteered my storytelling and marketing skills during the 2019 growing season to help this local, small-farm-based non-profit draw in new customers and local publicity.

Each week I shared an update about market offerings via MailChimp, social media, and the group's website. I followed up on social accounts 2-3 days after the market day with a moment from that week or thank you message.

Newsletter and Social Media

Excerpt from a weekly MailChimp newsletter and two social media posts.

Saturday, September 28

Fall is here, even if it doesn't quite feel like it. The new season is just beginning to show itself in our crops as sweet potatoes make an appearance along with the tomatoes, peppers, and okra we usually see in late Summer. So, gather ye Green Zebras and Jalapeños while ye may! We'll also have melons, grass-fed beef, microgreens, pork, fresh baby ginger, and zinnas for you.

We are excited to share the courtyard with Mountain Harmony and add music to our morning. Join us in Brightleaf Square from 9 a.m. to 12 p.m. on Saturday! Please be advised that due to the [Durham Pride](#) parade and festival, part of Main St. between Buchanan Blvd. and 9th St. may be closed to traffic.

Photo by Sean Rowe



Offerings This Week

The Family Farmstead
Grass-fed Beef.

The Microgreenery
A selection of microgreens and hemp products.

Dandies Farm
We'll have Muscadine grapes, winter squash (Acorn, Butternut, Spaghetti), okra (red and green), tomatoes, eggplant (Indian, Italian, and Thai), Bell Pepper, Jalapeño pepper, basil, Melons, and cut flowers (Benarys Giant Zinnia).

Caywood Farm
Grass-fed beef: Sirloin, Chuck and Round steaks, Sirloin tip and Chuck roasts, London Broil, ground beef, stew meat, soup bones.

Toad Hill Farm
We'll have late summer tomatoes (including the yummy Green Zebra!), eggplant (purple, white and green), peppers (green and red bell, LOTS of poblanos, Anaheim, hot and sweet Banana Peppers, Jalapeños, and Aji Amarillos), a mix of Pole Beans, Lima Beans in the shell, potatoes, garlic, shallots and a few bunches of mixed flowers.



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Full Frame Documentary Film Festival

Photos and written content that I contributed as a volunteer for the second year in a row (2019). Part of the fun of attending the festival was meeting film makers and fellow attendees while being embedded in the experience as a contributor.

Social Media



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Blog Posts

I Learned to Make Fresh Pasta in Italy

An account of my experience at a pasta-making class during a vacation to Italy which I had booked through BonAppetour .com. The company noticed an increase traffic as a result of my article and asked for permission to publish it on their site. *Etsy New York Team, May 30, 2016.*

DIY Charging Station

The process of creating a simple charging station for my own needs became a DIY home project post for the AIGA blog. *Raleigh AIGA chapter, March 22, 2017.*

Food and Fun Near Brooklyn Collective

Brooklyn Collective, an independent retailer in the Cobble Hill neighborhood, offered a space in their expertly-curated store to sell my wares. I created this activity guide for the neighborhood to entice my fans and other customers to visit the shop and nearby businesses. *Nancydraws.com, July 21, 2015.*

Social Media

As a volunteer I led a campaign on Facebook and Instagram to promote National Nutrition Month for God's Love We Deliver in March 2016.

