GC360 Package: Nails by Sammie

VO – Students walking on campus VO – Students on campus	==TRACK== AT GEORGIA COLLEGE, STUDENTS ARE KNOWN FOR THEIR CREATIVITY AND ENTREPRENEURIAL SPIRIT. BUT ONE FRESHMAN IS TURNING HER PASSION INTO PROFIT – RIGHT FROM HER DORM ROOM.
VO – Sammie opening door to Foundation	==TRACK== MEET SAMANTHA "SAMMIE" OAKLEY, A FRESHMAN WHOSE NAIL BUSINESS HAS BECOME THE TALK OF FOUNDATION HALL.
SOT – Sammie's Interview	==SOT of Samantha Oakley== "I got started in December after i went to a nail appointment that didn't go so well and I decided I could probably do it better myself, so um I bought the supplies off of Amazon for pretty cheap, and I just started practicing on friends and family and myself a lot, and I made a lot of mistakes but eventually it became like really fun, and now it's just a little hobby I have."
VO – Sammie's IG pics VO – Sammie working on nails	==TRACK== WHAT BEGAN AS A HOBBY HAS TRANSFORMED INTO A THRIVING CAMPUS BUSINESS. WITH SOCIAL MEDIA AS HER MAIN MARKETING TOOL, SAMMIE HAS BUILT A LOYAL CLIENTELE OF FELLOW STUDENTS.
SOT – Sammie's Interview	==SOT of Samantha Oakley== "I market my services on instagram and tik tok. I started doing it as a joke between like me and my friends, and then it just kinda became like this thing where people would reach out to me and ask me to do their nails, so I started putting my prices on there and now I have a pretty loyal clientele."

VO – Foundation Hall	==TRACK== LAUREN ROGERS IS ONE OF SAMMIE'S REGULAR CLIENTS, MAKING THE TRIP TO FOUNDATION HALL EVERY THREE WEEKS FOR A FRESH SET.
SOT – Lauren's Interview	==SOT of Lauren Rogers== "It's a very comfortable environment. She has her roommate there which contributes to the conversation and she offers a blanket, its very nice and comfortable and cozy."
VO – Sammie working on nails	==TRACK== SAMMIE HAS FOUND A WAY TO TURN HER PASSION INTO BOTH PROFIT AND COMMUNITY.
VO – Students on campus	==TRACK== AS WORD SPREADS ACROSS CAMPUS, SAMMIE CONTINUES TO BUILD HER BUSINESS ONE NAIL AT A TIME. REPORTING FOR GC360, I'M TALIA HAYES.