

# Edel Rimando

Boston, MA /Remote ☺ edelrimando.com



SOCIAL



DIGITAL



COMMUNITY

## Education

### JAMES MADISON UNIVERSITY

Harrisonburg, VA | SEPT. 2014 - MAY 2018

#### B.A. Media Arts & Design,

Concentration: Digital Video & Cinema

#### B.A. Communications Studies

Concentration: Organization Communications

## Skills + Assets

### CONTENT CREATION

Adobe Creative Suite Canva,  
Adobe Spark, PicsArt, Procreate

### PROJECT MANAGEMENT

Trello, Slack, Monday.com, Wrike,  
Drupal, Asana and Google Suite

### WEB + CONTENT DEVELOPMENT

Weebly, Wix, Drupal and Squarespace

### SOCIAL + ANALYTICS

Twitter, Facebook, Instagram, YouTube, TikTok,  
Sprout Social, VidIQ, Social Blade and Hootsuite

## Project and Community Management + Events

### EVENT MARKETING ASSISTANT

#### POPAVENT LLC

☺ Boston, MA | FEB. 2022 - JUN. 2022

- Manage client projects by building itineraries, proposals and presentations for clients.
- Conduct site tours and create travel arrangements for clients around the greater Boston Area.
- Communicate with clients for administrative documents and implement into client management system.
- Design marketing initiatives (newsletter, emails, etc.) to drive sales.

### CHAPTER CONSULTANT

#### PHI SIGMA PI NATIONAL HONOR FRATERNITY

☺ Remote | JAN. 2020 - JUL. 2021

- Manage and assist 40+ Phi Sigma Pi Chapter's across the nation in Recruitment, retention, and operations.
- Act as liaison between students, Universities and National Office through active listening and creative problem solving.
- Create and lead engaging virtual programming for Phi Sigma Pi Community.
- Collaborated with Chapter Service team to develop and distribute organizational resources created for community Members.

### FALL 2018 INTERN

#### LONG STORY SHORT MEDIA

☺ Washington, D.C. | AUG. 2018 - DEC. 2018

- Collaborate with Project Managers to design digital and print deliverables in areas of health, non-profit, and commercial.
- Assist with social media content schedule and conduct research for social media analysis for clients.
- Design digital and print deliverables for internal company use.
- Support team by performing administrative and clerical tasks and assisting in daily office needs.

## Content Creation + Digital Marketing

### FREELANCE SOCIAL MEDIA + LEAD GENERATION

#### VARIOUS CLIENTELE

☺ Remote | FEB. 2022 -PRESENT

- Research trends and assist with generating over 100+ leads of guest blog post opportunities, creator reach out and content verticals.
- Create and manage Instagram posts, Link In Bios and digital content.
- Assist with web management and branding needs.

### SOCIAL MEDIA COORDINATOR - CONTRACT

#### DYNAMIC MARKETING STRATEGIES LLC

☺ Remote | FEB. 2022 -PRESENT

- Write and edit monthly social media copy for client portfolios across a wide array of niches including food, health care and alcoholic beverages.
- Create and source images + graphics for over 50+ social media posts for current client portfolio
- Organize and create monthly Facebook and Instagram calendars for current client portfolio.
- Assist with editing and creating monthly social video for current client portfolio.

### COMMUNITY VOLUNTEER

#### THRIFTY THREADS BROOKLINE

☺ Remote | FEB. 2022 -PRESENT

- Manage, post, and engage on Instagram and Facebook on behalf of Thrifty Threads Brookline.
- Organize and evaluate weekly donations of clothing, home goods and jewelry for in-store and online sale.
- Assist with in-store retail operations and managing sales transactions.
- Assist with creative + product photo creation for social media and online store.

### SOCIAL MEDIA + MARKETING COORDINATOR

#### PHI SIGMA PI NATIONAL HONOR FRATERNITY

☺ Remote | JUL. 2021 -JAN. 2022

- Manage, post and engage on Twitter, Instagram and Facebook platforms daily on behalf of Phi Sigma Pi.
- Created and implemented mass campaign emails for reminders, Recruitment and Organization updates.
- Designed in-house graphics and media for Phi Sigma Pi programs, resources and social media.
- Lead and manage social media platforms during virtual events and programming (National Convention and Day of Giving).
- Update and manage phisigmapi.org site content.

### ASSISTANT SOCIAL MEDIA EDITOR, VIDEO

#### HER CAMPUS MEDIA

☺ Boston, MA | JAN. 2019 - JAN. 2020

- Produce and edit social video content in lifestyle, food, beauty, style and branded content for Instagram, Facebook, and YouTube with a reach of over 94,000+ followers.
- Collaborate cross teams to produce, photograph, design and edit original digital content for internal, editorial, social, and branded.
- Build, manage, and optimize media library system with over 2000+ images to be used for campus chapters nationwide.
- Photograph and shoot large scale company events (Her Conference, College Marketing Summit and College Fashion week) and experiential marketing pop-ups and campus tours.
- Write and publish editorial content ranging in lifestyle, food, beauty, style and branded content for HerCampus.com
- Collaborated with editors on editorial content packages and planning to reach editorial goals and needs.

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