

SUMMARY

Multimedia creator with over five years of experience in social media management, digital communication and graphic design. Strengths include drive, dependability and attention to detail.

EXPERIENCE

101.9 WDET-FM, Detroit's NPR Station

2022 – present

Digital Content & Communities Assistant

- Managing nine station-associated social media accounts with a total audience of over 95,000 followers
 - Doubled Instagram following from 11,000 to over 22,000 followers over three years
 - Established a TikTok presence garnering nearly 12,000 likes over two years
 - Implemented a unified brand identity across platforms with respect to visual themes and station voice
 - Adapting strategies to frequently changing social media standards and trends
- Curating and publishing a weekly arts and culture events guide for wdet.org
 - Awarded for Excellence in Journalism from the Society of Professional Journalists, Detroit Chapter
- Taking photos, recording videos and creating graphics to promote station programming and events
- Assisting in producing on-air segments during annual fundraisers

RCAH Language and Media Center

2018 – 2021

Digital Media Consultant

- Helped students navigate creative computer applications both in-person and virtually
- Offered constructive feedback on client projects
- Collaborated with other consultants to create compelling content for social media and print campaigns

Sophia Dove Music

2014 – present

Musician, self-employed

- Writing, recording, producing and publishing original music under the stage name, Sophia Dove
- Performing acoustic shows at theaters, farmers markets, breweries, coffee shops and private parties
- Creating engaging promotional content, including graphics, videos and emails
- Managing five social media accounts and a website (sophiadove.com)

EDUCATION

Michigan State University

2017 – 2021

Bachelor of Arts with a minor in Entrepreneurship & Innovation from the Broad College of Business

- Studied in the Residential College in the Arts and Humanities (RCAH)
- Participated in a study abroad program for sustainability and civic engagement in Costa Rica in 2019

SKILLS

Content creation: Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe InDesign, Canva, Headliner

Social media management: Instagram, TikTok, Facebook, Threads, Bluesky, X, LinkedIn, YouTube, Buffer

Web management: CMS (WordPress), Google Analytics, HTML, CSS

Digital communication: Mailchimp, AI (Copilot, ChatGPT), Microsoft Office, Google Workspace, Zoom, Slack