

SUMMARY

Multimedia creator with 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 20,000 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 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
- 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

September 2017 – May 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

REFERENCES

Dave Kim

Former Manager of Digital Content & Strategy

WDET

dave@ferndaleradio.com

586-709-3164

Former manager at WDET, oversaw my work from 2022-2024.

David Sheridan

Associate Professor, Director of the RCAH Language and Media Center

RCAH at Michigan State University

sherid16@msu.edu

517-884-1326

Hired me at the LMC and oversaw my work from 2018-2021.

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Vincent Delgado

Director of the RCAF Program on Sustainability in Costa Rica

Residential College in the Arts and Humanities

Michigan State University

delgado1@msu.edu

313-652-0333

Lead study abroad program in 2019.

Michelle Rice

General Manager

Old Navy

Eastwood Town Center

Boss at Old Navy for duration of employment.

Tom

Go2Guy

Has hired me for performances