

Joe Redman

Social Media Specialist: Reaching Out and Relating

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Education

- Graduated with a **B.A. degree in Digital Technology & Culture** from Washington State University Vancouver
- Minor: Creative Writing
- Current GPA: 3.52
- May 2020 Graduate

Social Media Experience

- Hootsuite Certified
- Specialist in Twitter
- Familiar with Facebook, Instagram, LinkedIn and YouTube

Technical Skills

- Experience with video production in Adobe Premiere and image editing in Photoshop
- Experience with Microsoft Office

Essential Skills

- Can write and speak clearly and effectively
- Manages time well
- Organized, never loses anything

Professional Experience

- **Parks for Clark: A Digital Reimagining** (January-May 2020)
<http://joeredman.com/parksforclark/>
Rebrand the Parks Foundation of Clark County (PFCC)
 - Created social media posts used on the official PFCC Facebook account
 - Collaborated with a team on Slack, Basecamp, and Zoom
- **Social Media Case Study: KFC Adult Coloring Contest** (October-November 2018)
<http://joeredman.com/social-media-case-study/>
Develop a case study based off a real social media campaign
 - Analyzed promotional material and explained the campaign's results in a presentation
- **Blog Transcription: Not Every Mass Online Interaction Makes up a Community** (October 2019)
<http://joeredman.com/blogtranscription/>
Transcribe a scholarly article into a piece that is shorter and easier to read
 - Converted a dense article into a piece targeting general readers for a website dedicated to such kinds of works

Other Experience

- Did house-sitting for neighbors various times a year for several days at a time (June 2016-February 2019)

Hobbies

- Loves *Super Smash Bros* and all its characters
- Sharing video game news with friends online
- Swimming until my fingers get wrinkles
- Running around with my dog and avoiding coyotes