

# JO ANNA M. VAN THUYNE/JO PINCUSHION, LLC

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[www.JoPincushion.com](http://www.JoPincushion.com)

## Objective:

Providing digital marketing and content creation for a number of clients.

## SKILLS

**Social Media:** Hootsuite, Twitter, Facebook, Instagram, LinkedIn, Snapchat, Periscope, Vine, Google +, Foursquare, YouTube, Vimeo, Wordpress, Tumblr, Flickr, Pinterest, Reddit

**Marketing:** Constant Contact, Website Development, Google Adwords, SEO, Press Releases, Blogging, Video Production, Podcasting

## PROFESSIONAL EXPERIENCE

### MAN OF ATTACK

July 2016 – Present

#### *Social Media Manager*

- Automates content for the Man Of Attack's [Facebook Page](#), and Pinterest.
- Increased engagement and traffic back to the website 90% within the first month.

### KTM ARCHITECT

June 2016 – Present

#### *Social Media Manager/Digital Marketer/Copywriter*

- Automates content for the KTM [Facebook Page](#), [Twitter](#), and [Instagram](#)
- Helped coordinate and facilitate the development of a new website for KTM Architect
- Writes blog posts and performs media outreach on behalf of KTM Architect

### THE PENNY TEMPLETON STUDIO

May 2016 – Present

#### *Social Media Manager and Content Creator*

- Automates the [Facebook Page](#) for Penny Templeton Studio
- Automates the [Twitter](#) account for Penny Templeton Studio
- Created a [Facebook Group](#) for Penny Templeton Studio
- Creates content and automates Penny Templeton Studio's [Instagram](#) account
- Generated leads for the acting studio through engaging content and targeted ads

### FREEDOM PHARMACY

February 2016 - Present

#### *Copywriter/Social Media Manager*

- Wrote copy and helped with the creation of the Freedom Pharmacy [Website](#)
- Automated Freedom Pharmacy's [Twitter](#) account
- Automates the Freedom Pharmacy [LinkedIn Company Page](#) (currently on hold)

### WOODSHOP FILMS

Ongoing Relationship

#### *Content Creator, Producer*

##### [Creepy Basement](#)

- Host, producer, editor and director of the web series, Creepy Basement
- Manage the Creepy Basement Facebook for further show promotion.

##### [Scrapple TV](#)

- Produce, host and edit various "word on the street" content for the YouTube Channel

##### [American Exorcist](#)

#### *Producer, Star*

- Recruited Production Assistants for the production
- Recruited and worked with Line Producer for the production
- Recruited various crew in the Philadelphia area
- Implemented and composed press releases for the film's Kickstarter campaign
  - Successfully raised \$15,000

### MOJONATION

May 2016 – June 2016

#### *Social Media Manager/Event Promotions and Coordinator*

- Automates content for the [MojoNation Facebook Page](#)
- Promotes interaction on the public [MojoNation Facebook Group](#)
- Helps coordinate the monthly [MojoNation event](#) through social media promotion, press releases, and finding sponsors.
- Attends MojoNation events and helps each one run smoothly.

## **A. BROOKS CONSTRUCTION/KANGA ROOF**

**October 2013-June 2016**

### ***Copywriter/Social Media Manager***

- Maintained an active blog for Kanga Roof's website, and contributed copy changes for their website
- Implemented new [website](#) with SEO and Google Adwords capabilities
- Managed Kanga Roof's Constant Contact account, and implemented an active email campaign strategy
- Managed [Facebook](#), [Twitter](#), [Pinterest](#), and [Google +](#)
- Helped Kanga Roof grow with 13,700 organic impressions over four social media channels.

## **S. WALTER PACKAGING**

### ***Copywriter/Social Media Manager***

**Aug 2012-April 2016**

- Composed blog posts and website copy for [swalter.com](#)
- Managed [Facebook](#), [Twitter](#), [Pinterest](#) and [LinkedIn](#)
- Attended marketing meetings regarding internet strategy
- Helped S. Walter Packaging grow with 68,000 organic impressions over four social media channels

## **BITS DUJOUR**

**February 2014 – February 2015**

### ***Copywriter***

- Contributed keyword and subject focused blog posts for [BitsDuJour's](#) blog.

## **THE PINCUSHION PODCAST**

### ***Owner, Host, Producer, Editor/Social Media Manager***

**2012-July 2014**

- Produced a weekly podcast featuring interviews with personalities, highly produced segments, and musical guests
- Edited and managed content submitted by various contributors for the podcast's blog
- Served as contributor and editor for the podcast's blog
- Managed social media to further promote the podcast

## **QUIRK BOOKS**

**Jan 2013-2014**

### **Book Publishing Company, Philadelphia PA**

#### ***Contributor***

- Contributed to Quirk Book's literary blog with editorial pieces

## **GEEKADELPHIA**

**2011- 2014**

#### ***Contributor***

- Interviewed local and national celebrities
- Created video content for the blog
- Produced a podcast for the blog

## **GUYSPEED.COM/TOWNSQUARE MEDIA**

**Jan 2012 - Jan 2013**

#### ***Contributor***

- Wrote satirical and interesting news pieces
- Produced parody videos, commentary videos, and entertainment videos for the site

## **THE AMERICAN COLLEGE**

**2010- 2011**

#### ***Coordinator: Center for Ethics and Alumni Relations***

- Managed the Center for Ethics in Financial Services Website by adding content, maintaining blog, and updating social media
- Managed and built the social media plan for The Center for Ethics in Financial Services and Alumni Relations

## **EDUCATION**

### **LA SALLE UNIVERSITY, Philadelphia, PA**

**2007**

Bachelor of Arts – Communications: Concentration in Film and Mass Media