



# Rico C. Robinson

757.927.2617

rcrobinson110@gmail.com

## qualifications

Administrative  
Social Media experience  
Non-profit  
Case management  
Resourceful  
creative Content Creator  
problem solver  
great Writer  
Self-starter  
Podcasting experience

## experience

### Nov 2018 - present

#### Host/Social Media Manager, The Friday Podcast

Responsible for recording an energetic show and editing on a deadline. Responsibilities also include scheduling guests, developing regular segments, content research via social media, blogs, tv, radio and collaborating with co-host(s) to brainstorm show layout. Social media content creation. Manages all social media accounts on Instagram, Twitter & Facebook with expertise in all social media platforms and their algorithms including Snapchat, Pinterest & Tumblr. Creating engaging social media content with growth to over 200 followers. Managing analytics & using data to improve show content, social media content & social media presence, becoming data driven, developing best practices.

### Feb 2017 - present

#### Producer, Waters Edge Church

Managing & Overseeing the church service and making sure it runs smoothly.. Ensuring service is recorded using HYPERDECK, Countdown timer, Problem-solving audio/video issues, organizing production personnel. Also responsible for making sure video/audio segments are in the order service. Staying up to date on all the media trends to increase workflows & provide insight to production team

### June 2009 - present

#### Education Resource Specialist, ForKids Inc.

Ensuring the optimum educational and developmental well-being of all non-school & school-aged children who are not participating in remediation. Conduct intake with new families and provide the needed resources to families. Creating alliances with local providers to assist in providing resources to families. On social media team promoting brand. Tasked to grow audience on Facebook to over 1000+ followers & 100+ likes on various social media posts. Assist in developing/testing social media content related to subject matter on special events

## software

Adobe Photoshop  
Adobe Audition

Final Cut Pro  
Premiere Pro

Microsoft Office suite  
Mac & PC proficient

Wix Website Builder

## skills

Public Speaking  
Social Media savvy  
Actor/Voice Over Talent  
Great Verbal Communication skills  
Good with children  
Leadership/Team player  
People Person  
Knowledge of online marketing channels  
Graphic Design  
SEO Foundations/Google Analytics  
Web design  
Social Media strategy  
Analytical skills  
Social Media content creation  
Marketing/Brand Awareness

## education

### June 2006

Thomas Nelson Community College  
Associates in Social Science  
Hampton, VA

### May 2019

Full Sail University  
Bachelor's in Media Communications  
Winter Park, FL

## achievements

### March 2016 - present

#### Writer/Awards Coordinator, Altdaily.com

**As Awards Coordinator:** Establishes baselines and tracks over 50+ ballot submissions and nominations by a judging panel. Monthly engagement via social media & emails keeping panel updated on current news and updates. Successfully coordinated first annual awards ceremony online handing out over 20 awards. Develop social media channels for awards

Manages day-to-day fulfillment of the annual AltDaily Awards. Oversees development and implementation of awards. Coordinating & collaborating on logistics and arrangements for awards and serves as "awards concierge" for all recipients.

**As Writer:** Successfully getting over 8+ editorial articles published. Writing, editing, and proofreading text. Liaison with other professionals such as editors, photographers, and artists. Marketing, testing and distributing work. Researching and developing contacts, General admin. Understand & utilizing social media to promote content