

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

(610) 724-8184 [JoAnnaVT@gmail.com](mailto:JoAnnaVT@gmail.com)

<http://www.joannavanthuyne.com>

## SKILLS

**Social Media:** Hootsuite, Twitter, Facebook, Instagram, LinkedIn, Snapchat, Periscope, Tumblr, Pinterest, Reddit

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

**Production:** Shooting (EOS Cannon Rebel T3i) Video/Photo, Adobe Audition, Adobe Premiere, Garageband, Photoshop, Final Cut X

## PROFESSIONAL EXPERIENCE

### BIT COMEDY

June 2016 – Present

#### *Editor in Chief*

- I recruit, edit, and schedule content for the Bit Comedy blog
- I contribute pieces to the Bit Comedy blog

#### *Apocalypse...Now? Podcast*

- I am the host, editor and producer of the 5-star rated comedy podcast.
- I schedule interviews in person and via. Skype
- I edit each episode in Adobe Audition

### 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
- Edits slideshow videos for the KTM Facebook Page
- Manage Facebook Ad campaigns for KTM's Facebook Page
- Produce a weekly podcast for KTM Architect.
  - Schedule interviews, record interviews, edit episodes, distribute episodes

### ARAGONA & ASSOCIATES

August 2016 – October 2017

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

- Automated content for Aragona & Associates [Facebook Page](#), and [Twitter](#).
  - Acted as consultant in weekly event online management and ad campaigns

### FREEDOM PHARMACY

February 2016 – October 2017

#### *Copywriter/Social Media Manager*

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

### ALLIANCE BUSINESS SYSTEMS, INC

November 2016 – October 2017

#### *Copywriter/Social Media Manager*

- Wrote copy and helped with the creation of the Alliance [Website](#)
- Automated Alliance's [Facebook](#) account.

### WOODSHOP FILMS

September 2015 – February 2016

#### *Content Creator, Producer*

#### *Creepy Basement*

- Hosted, produced, edited and directed the web series, Creepy Basement
- Managed the Creepy Basement Facebook Page

#### *Scrapple TV*

- Produced, hosted and edited various “word on the street” content for the YouTube Channel
- Managed Scrapple TV's Facebook and Twitter accounts

#### *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

## **MAN OF ATTACK**

**July 2016 – August 2016**

### ***Social Media Manager***

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

## **THE PENNY TEMPLETON STUDIO**

**May 2016 – November 2016**

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

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

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

**October 2013-June 2016**

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

- Managed social media and 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
- Helped Kanga Roof grow with 13,700 organic impressions over four social media channels.

## **S. WALTER PACKAGING**

**Aug 2012-April 2016**

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

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

## **THE PINCUSHION PODCAST**

**2012-July 2014**

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

- 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

## **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

## **SHADOWBOX PICTURES**

### ***Associate Producer at ShadowBox Pictures***

**2008- 2009**

### ***Freelance***

**2012-2014**

- Served as PA, craft services, wardrobe, talent manager, assistant to the director, grip, script supervisor, and travel coordinator
- Coordinated shoots by corresponding with talent agencies and recruiting various crew around the Philadelphia area

## **INVINCIBLE PICTURES**

### ***Production Assistant***

***January 2013***

- Served as PA for the US Army's production of "Resilience" an Industrial film used as education material for the armed forces
- Acted as First Team on the production
  - Drove talent from set to set
  - Acquired release forms from various talent
- Performed Lock ups

## **THE SUSPECT**

### ***Production Assistant***

***September 2013***

- Served as PA for the independent film "The Suspect"
- Drove talent to and from hotel, made sure they were comfortable
- Drove production assigned vans with talent and crew (15 passenger vans)
- Performed lock ups

## **EASTERN STATE PENITENTIARY'S *TERROR BEHIND THE WALLS***

***2009 Season***

### ***Assistant Employee Services Manager (Assistant to HR)***

- Assisted in the management and logistics of actor auditions
- Provided Human Resources support by maintaining personnel files and updating handbook
- Hired and maintained substitute actor pool

## **THE BATES MOTEL AND HAUNTED HAYRIDE, AGRITAINMENT**

***2007 and 2008 Season***

### ***Cast Manager for The Bates Motel and Haunted Hayride (Voted #1 Haunted Hayride in America by HauntWorld Mag)***

- Recruited over 200 actors, trained, directed, and managed cast. Developed and delivered training programs and seminars for actors
- Managed communication to cast regarding applications, training programs, and job assignments, and maintained a database for cast information and scheduling

## **EDUCATION**

### **THE UPRIGHT CITIZENS BRIGADE, New York, NY**

**2017**

Completion of the Core Curriculum (Improv 101-401) –Accepted into the Advanced Program

### **THE PENNY TEMPLETON STUDIO, New York, NY**

**2016**

Advanced On Camera Class

Masterclass

- Scene intensive
- Pilot Season

Private Coaching

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

**2007**

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