

# JO ANNA M. VAN THUYNE

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## Actor/Producer/Content Creator/Digital Marketer

### SUMMARY

Entrepreneur, actor, comedian, producer, and filmmaker with 10+ years' experience creating content and business management. Experience includes production and editing of films and podcasts, hosting shows, casting and consultation and consulting in the development and delivery of social media marketing strategies. Demonstrates a well-rounded knowledge of film production, fundraising and marketing with a proven ability to work effectively both in front and behind the camera.

### TECHNICAL SKILLS

#### Production

Actor, Producer, Director, Podcaster, Production Assistant, Editing (Adobe Premiere Pro, Adobe Audition, Garageband, Photoshop, After Effects, Final Cut X) Shooting (EOS Canon Rebel T3i)

#### Social Media

Hootsuite, Twitter, Facebook, Instagram, LinkedIn, Snapchat, Periscope, Vimeo, Wordpress, Tumblr, Pinterest, Reddit

#### Marketing

Constant Contact, Website Development, Google Adwords, SEO, Press Releases, Blogging

### CORE COMPETENCIES

Creative	Project Management	Communication	Training
Business Development	Scheduling	Innovative	Resourceful
Client Relations	Technology Savvy	Entrepreneur	Time Management

### PROFESSIONAL EXPERIENCE

#### JO PINCUSHION, LLC

2012 - Present

I provide consulting services to entertainment, corporate, and social innovation industries specializing in film and podcast production with further knowledge in social media and digital marketing.

Clients: The Centre for Social Innovation, KTM Architect, Aragona & Associates, A. Brooks Construction/Kanga Roof, S. Walter Packaging, BeWell Fitness, Woodshop Films, ShadowBox Pictures, Invincible Pictures, The Suspect, Eastern State Penitentiary's Terror Behind The Walls, The Bates Motel and Haunted Hayride

Projects: Mezza Morta, Apocalypse... Now? Podcast, The Pincushion Podcast

### PERSONAL PROJECTS

#### [Mezza Morta Web Series](#) *New York, NY*

**Writer, Director, Producer, Editor, VFX, Star**

I have written a web series entitled Mezza Morta. In June of 2018, I filmed a concept piece for the four-part web series that can be found at [MezzaMortaWebSeries.com](http://MezzaMortaWebSeries.com). The prequel has screened at NY Short Film Tuesdays and Web Series Night with PopUp Anthology. The video has received thousands of views over various video platforms.

#### [Apocalypse...Now? Podcast](#) *New York, NY*

**Owner, Host, Producer, Editor**

Hosts, produces and edits the podcast Apocalypse...Now? This highly produced comedic podcast is a host-centric show featuring interviews with personalities discussing the apocalypse. The show has received over 5,000 downloads since it's release in September 2017. The podcast is distributed onto six different streaming services and was successfully migrated onto [joannavanthuyne.com](http://joannavanthuyne.com) in 2019.

#### **The Pincushion Podcast** *Philadelphia, PA*

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

2012 - 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 the contributor and editor for the podcast's blog
- Managed social media to further promote the podcast

## CLIENT PROJECTS

### **The Centre for Social Innovation** *New York, NY*

**2019-present**

#### **DECA (Desk Exchange Community Animator)**

- One day a week, I act as a community Animator at CSINY
  - Act as customer service representative for the space
  - Maintain the aesthetic of the space
  - Intercept mail and packages and distribute them to members
  - Assist in cooking lunch for the space
  - Facilitating conversations in podcast production

### **KTM Architect** *Port Chester, NY*

**June 2016 – March 2019**

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

- Automated content for the KTM Facebook Page, Twitter, and Instagram
- Managed and facilitated the redesign and development of a new website for KTM Architect resulting in a 70% increase in new business leads
- Produced and edited [slideshow videos for the KTM Facebook Page](#)
- Managed Facebook Ad campaigns for KTM's Facebook Page
- Produced a weekly podcast called Sound off Westchester for KTM Architect.
  - Scheduled interviews, recorded interviews, edited episodes, distributed episodes

### **Aragona & Associates** *Philadelphia, PA*

**2016 – 2017**

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

- Automated content for Aragona & Associates Facebook Page and Twitter.
  - Provided consultation in weekly event online management and ad campaigns

### **Woodshop Films** *Philadelphia, PA*

**2015 – 2016**

#### **Content Creator, Producer**

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

- Managed Scrapple TV's Facebook and Twitter accounts
- Managed, hosted, produced, edited and directed the web series and Facebook Page with a viewership of up to 20,000 views per episode

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

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

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

##### **Producer, Star**

- Led recruiting efforts to source and hire a Line Producer, Production Assistants, Makeup Artists, and Crew
- Implemented and composed press releases for the film's Kickstarter campaign which successfully raised over \$15,000
- American Exorcist debuted in 2018 and is available on iTunes, Amazon, and Google Play

### **A. Brooks Construction/Kanga Roof** *Bristol, PA*

**2013 - 2016**

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

- Managed social media, maintained an active blog for Kanga Roof's website, and managed copy changes for the website
- Coordinated the construction of the website with SEO and Google Adwords capabilities
- Managed Kanga Roof's Constant Contact account, and implemented an active email campaign strategy
- Contributed to business expansion with 13,700 organic impressions over four social media channels and generating business leads through the website

### **S. Walter Packaging** *Philadelphia, PA*

**2012 - 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 and set up the ability for customers to purchase products through Pinterest

**ShadowBox Pictures** *Yardley, PA***Associate Producer****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** *Philadelphia, PA***Production Assistant****2013**

- Served as PA for the US Army's production of "Resilience" educational instruction film
- Acted as First Team on the production:
  - Provided transportation to film's talent including the lead star David Morse; acquired proper release forms from talent and performed lockups

**The Suspect** *Philadelphia, PA***Production Assistant****2013**

- Served as PA for the independent film "The Suspect"
- Transported film talent and worked to ensure their comfort and addressed issues and needs
- Drove production assigned vans with talent and crew (15 passenger vans)
- Performed lock-ups

**Eastern State Penitentiary's Terror Behind The Walls** *Philadelphia, PA***2009 Season****Assistant Employee Services Manager (Assistant to HR)**

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

**The Bates Motel and Haunted Hayride** *Glen Mills, PA***2007 and 2008 Season****Cast Manager for The Bates Motel and Haunted Hayride** (*Voted #1 Haunted Hayride in America by HauntWorld Magazine*)

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

**EDUCATION & PROFESSIONAL TRAINING****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

Led marketing campaign strategy for Brian Cranston's Book signing "A Life In Parts"**LA SALLE UNIVERSITY**, Philadelphia, PA**2007**

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

**MAJOR PROJECTS & ROLES**  
(Includes Links)

**ENTERTAINMENT & PRODUCTION**

<b><a href="#">Apocalypse...Now? Podcast</a></b> <i>New York, NY</i>	<b>2016-Present</b>
<i>Owner, Host, Producer, Editor</i>	
<b>Woodshop Films</b> <i>Philadelphia, PA</i>	<b>2015 - 2016</b>
<i>Content Creator, Producer</i>	
<i>Links: <a href="#">Creepy Basement</a>; <a href="#">Scrapple TV</a>; <a href="#">American Exorcist</a></i>	
<b>The Pincushion Podcast</b> <i>Philadelphia, PA</i>	
<i>Owner, Host, Producer, Editor/Social Media Manager</i>	<b>2012 - 2014</b>
<b>ShadowBox Pictures</b> <i>Yardley, PA</i>	
<i>Associate Producer at ShadowBox Pictures</i>	<b>2008 - 2009</b>
<i>Freelance</i>	<b>2012 - 2014</b>
<b>Invincible Pictures</b> <i>Philadelphia, PA</i>	
<i>Production Assistant</i>	
<b>The Suspect</b> <i>Philadelphia, PA</i>	<b>2013</b>
<i>Production Assistant</i>	
<b>Eastern State Penitentiary's Terror Behind The Walls</b> <i>Philadelphia, PA</i>	<b>2009 Season</b>
<i>Assistant Employee Services Manager (Assistant to HR)</i>	
<b>The Bates Motel and Haunted Hayride</b> <i>Glen Mills, PA</i>	<b>2007 and 2008 Season</b>
<i>Cast Manager for The Bates Motel and Haunted Hayride</i>	

**MARKETING/BUSINESS**

<b>The Centre For Social Innovation</b> , <i>New York, NY</i>	<b>2019 – Present</b>
<i>DECA (Desk Exchange Community Animator)</i>	
<b>KTM Architect</b> , <i>Port Chester, NY</i>	<b>2016 – Present</b>
<i>Social Media Manager/Digital Marketer/Copywriter</i>	
<i>Links: <a href="#">Facebook Page</a>, <a href="#">Twitter</a>, and <a href="#">Instagram</a>; <a href="#">slideshow videos for the KTM Facebook Page</a>; <a href="#">Sound off Westchester</a></i>	
<b>A. Brooks Construction/Kanga Roof</b> , <i>Bristol, PA</i>	<b>2013 - 2016</b>
<i>Copywriter/Social Media Manager</i>	
<b>Aragona &amp; Associates</b> , <i>Philadelphia, PA</i>	<b>2016 – 2017</b>
<i>Social Media Manager/Digital Marketer/Copywriter</i>	
<b>S. Walter Packaging</b> <i>Philadelphia, PA</i>	<b>2012 - 2016</b>
<i>Copywriter/Social Media Manager</i>	