



**JO ANNA
VAN THUYNE**
Social Media Consultant
Writer
Digital Marketer

MY BACKGROUND

I've helped brands manage their online presence for over a decade, and with my knowledge and experience I guide my clients in their digital marketing campaigns. I also create stellar content like podcasts, videos, and blog posts to make their online campaign perform.

SPECIALIZATIONS

Digital Marketing
Web Content Creation
Visual Storytelling
Social Media Campaigns
Spotify Ads
Twitter/Facebook Advertising
Email Marketing

CONTACT INFORMATION

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www.joannavanthuyne.com

JO PINCUSHION, LLC

CLIENTS

LOW TIDES OCEAN PRODUCTS | 2019

COPYWRITER

- I wrote copy for LowTides' product descriptions and Kickstarter Campaign.

DAMON'S BRAVE NEW WORLD | 2019

GHOSTWRITER

- I wrote episodes for the science fiction podcast, Damon's Brave New World.

KTM ARCHITECT | 2016-2019

SOCIAL MEDIA MANAGER/DIGITAL MARKETER/COPYWRITER

- I automated content for the KTM Facebook Page, Twitter, and Instagram.
- I helped coordinate and facilitate the development of a new website for KTM Architect.
- I edited slideshow videos for the KTM Facebook Page.
- I managed Facebook Ad campaigns for KTM's Facebook Page.
- I produced a weekly podcast called Sound off Westchester for KTM Architect.

FRIENDS LIFE CARE | 2017-2018

CONTRIBUTOR

- I wrote research based articles for the Friends Life Care blog.

ARAGONA & ASSOCIATES | 2016-2017

SOCIAL MEDIA MANAGER/DIGITAL MARKETER/COPYWRITER

- I automated content for Aragona & Associates' Facebook Page, and Twitter.
 - I acted as a consultant for A&A marketing strategy sessions.

KEVIN MULLARKEY | 2016-2017

ALLIANCE BUSINESS SYSTEMS / FREEDOM PHARMACY

SOCIAL MEDIA MANAGER/COPYWRITER

- I created and managed the Facebook Page and LinkedIn Company profile for Alliance Business Systems and Freedom Pharmacy.

THE PENNY TEMPLETON STUDIO | 2016

SOCIAL MEDIA MANAGER

- I automated The Penny Templeton Studio's Facebook Page, Twitter, and Instagram.
- I created a Facebook Group for Penny Templeton Studio.
- I coached Penny on the use of Facebook Live.
- I assisted in the promotion of a book signing for Bryan Cranston's book, "A Life in Parts" hosted by Penny Templeton.

A. BROOKS CONSTRUCTION | 2013-2016

SOCIAL MEDIA MANAGER/COPYWRITER

- I managed the social media and maintained an active blog for Kanga Roof's website.
- I contributed copy changes to the website.
- I implemented a new website with SEO and Google Adwords capabilities.
- I managed their Constant Contact account, and implemented an active email campaign strategy.
 - I helped Kanga Roof grow with 13,700 organic impressions over four social media channels.

S. WALTER PACKAGING | 2012-2016

SOCIAL MEDIA MANAGER/COPYWRITER

- I composed blog posts and website copy for swalter.com.
- I managed S. Walter Packaging's Social Media. (Twitter, Facebook, Pinterest)
 - I helped S. Walter Packaging grow with 68,000 organic impressions over four social media channels.



**JO ANNA
VAN THUYNE**
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Writer
Digital Marketer

**PRODUCTION
SKILLS**

Actor
Director
Producer
Production Assistant
Editor
(Final Cut X, Adobe Premiere
Pro, Adobe Audition,
Garageband, After Effects)

**SOCIAL MEDIA
SKILLS**

Hootsuite
Twitter
Facebook
Instagram
LinkedIn
Wordpress
Reddit

PORTFOLIO

[linkedin.com/in/joannavt/](https://www.linkedin.com/in/joannavt/)

CLIENTS (Cont.)

BITSDUJOUR | 2014-2015

CONTRIBUTOR

- I wrote research based blog posts for BitsDu Jour's blog.
- I also collaborated with BitsDu Jour's owner to compose list based blog posts showcasing various software on the site.

QUIRK BOOKS| 2013-2015

CONTRIBUTOR

- I contributed to Quirk Book's literary blog.

FACTOR MEDIA | 2012

COPYWRITER

- I wrote research based blog posts for Toshobako in Japan.
- I contributed research based articles for the Traffic Safety Store blog.
- Android Autoclean
 - I wrote copy for the app.
 - I researched and compiled Android related blog posts that were posted on mainstream blogs for SEO purposes.

GEEKADELPHIA | 2011-2014

CONTRIBUTOR

- I interviewed local and national celebrities, created videos covering conventions, and promoted local music in Philadelphia.
- I produced the Geekadelphia Podcast.

TOWNSQUARE MEDIA | 2012-2013

CONTRIBUTOR

- I wrote satirical and interesting news pieces for their various blogs.
- I produced parody videos, commentary videos, and entertainment videos for their sites.

THE AMERICAN COLLEGE | 2010-2011

COORDINATOR: CENTER FOR ETHICS AND ALUMNI RELATIONS

- I managed the Center for Ethics in Financial Services website by adding content, maintaining blog, and uploading media.
- I managed and built the social media plan for The Center for Ethics in Financial Services and Alumni Relations.

EDUCATION & TRAINING

LA SALLE UNIVERSITY

BA in Communications (Focus: Film & Mass Media)

- I wrote, directed, and hosted the show Lamponery News
 - Contributed to the on-campus newspaper, The Collegiate
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REFERENCES

MATT ARAGONA

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CHRISTOPHER ILLUMINATI

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609-510-8581