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### **PROFESSIONAL SUMMARY**

Creative strategist and digital content specialist with 10+ years of experience in livestream production, community management, video editing, and branded storytelling. Skilled in creating and supporting content that connects — from Twitch and TikTok to internal brand events and Discord servers. Known for calm, reliable collaboration and community-first thinking. Open to full-time, part-time, and contract roles across digital marketing, production, and creator support.

### **CORE COMPETENCIES**

* Graphic & Web Design (Photoshop, Illustrator, XD)
* Video Production & Motion Graphics (Premiere Pro, After Effects)
* Social Media Content Strategy & Analytics
* Livestream Setup & Visual Branding (OBS Studio, Twitch)
* Community Engagement (Discord, Guilded)
* Email Marketing (Mailchimp, Canva, Meta Business Suite)
* SEO Optimization & Web Traffic Analysis
* Project Management (Trello, Excel, Google Workspace)
* Brand Voice & Messaging
* Stream Coaching & Tech Support
* Event & Campaign Support

### **PROFESSIONAL EXPERIENCE**

**Content Creator & Video Producer** *M Rasmeur & Associates, PLLC* — Jan 2024 – Present

* Designed and executed livestream and short-form content strategies, increasing weekly viewer engagement by 40%.
* Produced high-quality Twitch and YouTube videos using OBS Studio and Adobe Premiere Pro.
* Delivered seamless technical support, improved stream performance, and managed logistics for branded content shoots.

**Freelance Digital Producer / Content Specialist — ChelleSoRandom** Remote | 2020 – Present

* Built and branded 30+ custom Discord servers for creators, streamers, and brand communities
* Edited 100+ short-form videos for TikTok, Reels, YouTube Shorts, and campaigns
* Produced livestream events including *The Missing Sunflower*, a live mystery stream
* Provided coaching and tech support for Twitch streamers
* Supported **TechniSport at TwitchCon 2023**, boosting booth traffic and live sales
* Acted as livestream producer for **JellyBeet plushie streams**, managing OBS setup and product flow

**Marketing & Community Manager** *Aliquantum International* — Feb 2022 – Nov 2022

* Launched branded livestream campaigns and redesigned digital assets, increasing conversions by 25%.
* Built and managed Discord communities to extend customer relationships and support retention.
* Created marketing visuals and coordinated campaign performance tracking.

**Online Moderator & Livestream Strategist** *DollyCakeShop* — Feb 2022 – Jun 2023

* Directed livestream promotional campaigns and interactive shopping events, increasing customer engagement.
* Created spreadsheets for event logistics, content schedules, and marketing analysis.
* Developed branded visual templates for events and social media promotions.

**Community Manager & Designer** *Julz D4w* — May 2019 – Oct 2024

* Led moderator team for a 1K+ member Discord community, planning events, giveaways, and gaming tournaments.
* Designed promotional graphics and managed all server aesthetics and engagement initiatives.
* Used Trello to organize team workflows, improving productivity and clarity across remote team.

**Multimedia Designer** *The Rock Church and World Outreach Center* — Mar 2012 – Feb 2022

* Created high-impact visuals and multimedia content for digital campaigns, live events, and internal communication.
* Operated camera and video editing software for in-house production and livestream support.

**Marketing Manager** *Do More Be More Inc.* — Sept 2013 – Jan 2017

* Designed cross-platform campaigns and branded content to increase community engagement.
* Produced and managed livestream events, social media posts, and promotional visuals.
* Leveraged analytics to optimize reach, achieving a 30% increase in social engagement.

### **EDUCATION**

**Bachelor of Science – Web Design** Platt College, Ontario, CA

**Associate of Arts – Graphic Design** Platt College, Ontario, CA

### **TECHNICAL SKILLS**

* **Design:** Photoshop, Illustrator, InDesign, Figma, Canva
* **Video & Stream:** Premiere Pro, OBS Studio, CapCut
* **Marketing Tools:** Meta Business Suite, Google Analytics, Mailchimp
* **Web:** WordPress, Wix, Squarespace
* **Collab Tools:** Trello, Notion, Discord, Slack