

RICO ROBINSON

ADVOCATE &
MEDIA
PROFESSIONAL

CONTACT

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PROFILE

I am an experienced advocate & media professional seeking a full-time position in the field of social media and marketing communications where I can apply my knowledge and skills for continuous improvement.

SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing/Market research
- Adobe creative suite
- Content creation
- Public Speaking
- Podcasting
- Layout design
- Photo editing
- Non-profit

VOLUNTEER

FORKIDS INC.
MENTOR
JUNE 2010 - PRESENT

EXPERIENCE

CHILDREN'S CASE MANAGER FORKIDS INC | JUN 2009 - JUN 2019

- Conduct intake with new families and created 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

WRITER/ALTDAILY AWARDS COORDINATOR ALTDAILY.COM | MAR 2016 - PRESENT

- As Awards Coordinator; 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.
- As Writer: Successfully getting over 8+ editorial articles published. Writing, editing, and proofreading text.
- Liaison with other professionals such as editors, photographers, and artists.

PRODUCER

WATERS EDGE CHURCH | APR 2016 - PRESENT

- Managing & Overseeing the church service. Ensuring service is recorded using HYPERDECK, Problem-solving audio/video issues, organizing production personnel.

HOST/SOCIAL MEDIA MANAGER

THE FRIDAY PODCAST | NOV 2018 - PRESENT

- Managed social media accounts and created social media for daily postings
- Create engaging social media content with growth to over 200 followers.

EDUCATION

MASTER OF ARTS, PUBLIC RELATIONS/IMAGE MGMT FULL SAIL UNIVERSITY | 2019 - 2020 GPA: 3.4

BACHELOR OF ARTS, MEDIA COMMUNICATION FULL SAIL UNIVERSITY | 2017 - 2019 GPA: 3.8