

# RICO ROBINSON

## MEDIA PROFESSIONAL

### CONTACT

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[WEBSITE](#)

### PROFILE

I am a skilled media professional with a background in social media and marketing communications. I recognize how to meet the needs of various audiences, drive engagement, and develop new strategies.

### SKILLS

- Social Media
- 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

#### MARKETING DIRECTOR

CIS OF HR | JUL 2021 - PRESENT

- Devise and manage local marketing initiatives and campaigns, including traditional & digital media.
- Perform marketing research
- Social Media Management (Facebook, Instagram Twitter)
- Producing marketing and promotional materials.
- Webpage Management & Content Creation

#### EXECUTIVE ASSISTANT

CIS OF HR | AUG 2020 - JUL 2021

- Provide assistance with grants, fundraising, and events
- Assist in managing a development calendar and keeping the ED aware of deadlines and time frames.
- Admin (File Management, HR)
- Social Media|Webpage Management & Content Creation

#### CHILDREN'S CASE MANAGER/SOCIAL MEDIA REP.

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

#### 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

#### BACHELOR OF ARTS, MEDIA COMMUNICATION

FULL SAIL UNIVERSITY | 2017 - 2019