

EMILY FUENTES

New York City Metropolitan Area

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WORK EXPERIENCE

WHISTLE SPORTS, NEW YORK, NY

Social Media Manager | February 2021 - Present
Social Media Producer and Strategist | February 2020 - February 2021
Social Media Editor | May 2019 - February 2020
Social Media Editing Fellow | March 2019 - May 2019

- Edit, program and manage multiple weekly Snapchat shows.
- In charge of maintaining relationships with key project managers and partners across multiple Snapchat series.
- Create project schedules, deadlines, plan and produce content across important tentpoles with best practices in mind for Snapchat partners.
- Oversee the creation of unique social assets and graphics for branded and original content across all social platforms including Instagram, TikTok, Facebook, Twitter and Snapchat Story Ads on Snapchat Discover.
- Work closely with analytics teams to create monthly breakdowns for various Snapchat shows.
- Act as a liaison between post production, account management and brands to create original content for branded campaigns.
- Train editors in best practices and editing for different social media platforms.
- Manage and oversee three TikTok accounts: @whistle - 4.2M, @nodaysoff - 2.6M, and @brotherhq - 1.8M and Snapchat Spotlights @WhistleSports account.
- Assist in developing concepts for sales teams around social media projects and pitches.

BABE.NET, BROOKLYN, NY

Community Executive | October 2018 - January 2019

- Managed and developed concepts for multiple social media accounts on Instagram and Facebook.
- Tracked membership growth and engagement through Facebook groups and Instagram segments and stories.
- Worked with the Head of Operations in developing customer acquisition strategies and advisements.
- Produced, filmed and edited daily episodes of premium membership show *Is It Just Me?* and Instagram and Facebook ads for *babe* membership.

MFM TRANSMEDIA, NEW YORK, NY

Social Media Intern | August 2018 - November 2018

- Assisted photographers and videographers during social media campaign shoots.
- Built social media schedules for different Instagram accounts based on a theme and goal.
- Filmed and edited content for Instagram stories using Adobe Photoshop and Premiere.
- Edited multiple ads used for Instagram organic feed and story posts.
- Boosted Instagram story engagement by 300%.

BABE.NET, BROOKLYN, NY

Video Editing Intern | August 2018 - October 2018

- Filmed and edited daily texting episodes of premium membership show *Is It Just Me?*
- Produced and edited episodes and membership instructional videos.
- Managed and developed concepts for multiple social media accounts on Instagram and Facebook.
- Worked on creating customer acquisition strategies and merchandising campaigns.

SPOT WELDERS INC., NEW YORK, NY

Post Production Intern | June 2017 - April 2018

- Served as an assistant editor throughout various projects such as ads for Cadillac and short films for Bulgari and Tribeca Film Festival.
- Created short cut downs of content and promotional videos.
- Prepped footage, workspaces, and design comprehensives for editors via Adobe Premiere.
- Worked on music searches and sound design on different projects.
- Logged and labeled footage for vault system.

SKILLS

- **SOFTWARE** – Adobe Premiere, Final Cut Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office and Google Docs
- **LANGUAGES** – Fluent in Spanish

EDUCATION

THE COLLEGE OF NEW JERSEY

Bachelors of Arts Degree in Communication Studies with a concentration in Radio/Television/Film
Minor in Graphic Design

May 2018