

EMILY FUENTES

New York City Metropolitan Area
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WORK EXPERIENCE

TEAM WHISTLE, NEW YORK, NY

Senior Social Media Manager | February 2022 - Present
Social Media Manager | February 2021 - February 2022
Social Media Producer and Strategist | February 2020 - February 2021
Social Media Editor | May 2019 - February 2020
Social Media Editing Fellow | March 2019 - May 2019

- Manage the workflow, content calendars and edits of various editors.
- 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 and deadlines across important tentpoles with best practices in mind for Snapchat partners.
- Lead producer and editor on multiple highlight and recap shows for different live events such as the Tokyo 2020 Summer Olympics and Beijing 2022 Winter Olympics on Snapchat and TikTok Live.
- 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 - 4.6M, @nodaysoff - 3.1M, and @whistleworthy - 2.1M 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
Video Editing Intern | August 2018 - October 2018

- 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%.

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, works paces, 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

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