

ARI LEO

PROFESSIONAL WRITER
VISUAL STORYTELLER
CREATIVE THINKER



ABOUT ME

I am a social media and web content creator with interests, skills and experience in both written and visual communication. I strive to help brands define their identities and craft their messaging in compelling, innovative ways. My unique combination of skills enables me to engage and connect with audiences across all platforms and communication modes.

OBJECTIVE

I hope to obtain a position in which I can apply both my writing skills and my photography/design skills to deliver high-quality branded content that drives audience engagement.

SKILLS

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Lightroom
- Final Cut Pro X
- Editing & Proofreading
- Print & Radio Journalism/Editorial Writing
- Social Media Communication & Content Development
- Telephone & Email Marketing
- Web Design & Web Content Development
- Photography
- Graphic Design
- Research

EDUCATION

University of Massachusetts Dartmouth

Master of Arts - Professional Writing & Communication | 2018-20
Bachelor of Fine Arts - Photography | 2014-18 | Cum Laude

RELEVANT EXPERIENCE

Social Media Marketing Fellow

DATMA - Design, Art & Technology Massachusetts | May 2019 - Present

- Generating ideas and strategies for social media marketing of programs and events
- Writing monthly email newsletters
- Creating written and visual content for social media (including captions, copy for event pages, photography & graphic design)
- Updating and organizing content on Wordpress site

Communications Consultant

UMass Dartmouth Community Research & Partnership Initiative | May 2019 - August 2019

- Writing and curating website content
- Organizing/structuring content to meet user needs and preferences
- Creating mockups for various web pages in both Photoshop and Wordpress
- Producing various multimedia content pieces for website and social including videos, copy, and informational documents

Graduate Assistant

The Public's Radio | September 2018 - May 2019

- Conducting interviews with public figures, other media representatives, and local citizens to develop content for local news stories
- Editing audio in Adobe Audition for newscast production
- Writing news copy
- Assisting with launch of new people-powered reporting initiative, in direct correspondence with Engagement Consultant
- Creating marketing collateral to promote community events

Digital Media Coordinator

DiscoverEat | June 2018 - Present

- Serving as head of photography/videography department, conducting photo and video shoots at various restaurants for social media content
- Assisting with lead generation and client research; turning around lead reports under tight deadlines
- Designing both print and digital marketing collateral
- Writing copy for email and telephone marketing pitches

CONTACT

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Photography Portfolio: vividinstinctsphoto.wixsite.com/portfolio

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