**CHRISTINA CAVADIAS**

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# PROFESSIONAL EXPERIENCE

***DeviantArt –*** *Social Media Platform; 500 employees* Los Angeles, CA

***Social Media Coordinator*** 03/2020 – Present

* Uses industry knowledge and data analytics to create multimedia content proposals across multiple social media platforms.
* Creates and curates content for all DeviantArt social media.
* Fosters relationships with art influencers to feature them on site and across social media.
* Utilizes understanding of the art industry, current trends, and how that relates to social media.
* Technical support, QA, and bug reporting for DeviantArt's Android and iOS app. Works directly with development team to fix bugs and assist users.
* Uses SQL to run data analytics, compiles and presents findings to internal teams, and uses these analytics to create marketing campaigns.

***CJ Affiliate -*** *Digital Marketing Company; 800 employees* San Francisco, CA

***Client Partnerships Associate*** 05/2018 – 08/2019

* Implemented growth strategies for Global Enterprise Accounts in US, APAC, EU, and UK.
* Managed affiliate relationships and created marketing strategies for major clients such as Symantec, Autodesk, Qurate Retail Group, Albertsons Co., and Gap.
* Built strong relationships between advertisers and publishers to drive double digit revenue growth; notably, increasing a company’s affiliate channel revenue by 900% from 2018 to 2019.
* Won *Most Unique Presentation* award for company-wide proposal contest.
* Assisted in building and presenting quarterly business reviews to recap performance and recommendations for partnerships and business strategies.

***Philadelphia Fusion -*** *Overwatch League Team; 24 employees* Burbank, CA

***Social Media Manager and Designer*** 11/2017 – 1/2018

* Built digital marketing strategies and pitched these concepts to the Fusion marketing team, investors, Blizzard Entertainment, and Comcast-Spectacor.
* Spearheaded new company branding and style guides with Blizzard Entertainment and Comcast-Spectacor.
* Managed content production which included creating graphics, photography, photo editing, film editing, motion graphics, web design, and digital marketing.
* Generated 7k followers on twitter, 2k subscribers on Twitch, 82k views on team launch video, and 2k subscribers on Youtube.

***The NCCPT -*** *Personal Trainer Certification Board; 20 employees* Newbury Park, CA

***Social Media Manager and Graphic Designer*** 4/2017 – 11/2017

* Edited, designed, and published educational textbooks.
* Created content including graphic design, photography, photo editing, web design, and official documentation design.
* Curated all social media content, answered online questions, and managed contests.
* Assistant hiring manager. Trained assistant graphic designer.

# EDUCATION

**California State University Channel Islands** Camarillo, CA

***B.A. Art, Minor Computer Science, Digital Media Certificate***

# Skills & Interests:

**Software skills:** Adobe Suite, Salesforce, Tableau, Jira, Expression Web, Microsoft Office, Google Suite

**Interests**: Film and Animation, Illustration, Cosplay, Game Development, Social Media Marketing

**Languages:** English, SQL, HTML 5, CSS3, Python, Java, C, C++