


Cianna Reider

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Summary

Digital Media Specialist, with a background in Marketing, Admin and Communication.

My skills: Project Management, Database Management, Podcast Launching, Audio Producing, Social Media, Video Editing, content creation, booking, Guest Scheduling, blogging, graphic design, event planning, on top of traditional VA tasks.

I recently got my Masters Degree in Communication with a Media/Marketing/PR focus from UCCS in May 2019, and actively involved on campus as well as being a teaching assistant in multiple courses throughout my career.

I am also the founding member of Sunshine & Mountain Book Review blog, you can view the posts on my page. I enjoy this as my hobby, because I love helping out self-published and traditional authors, and spreading the word about literacy, and encouraging people to read at any age. We should all be supporting small businesses wherever we can.

Experience

Administrative and Marketing Coordinator

OmniQuest

May 2015 - Present (7 years 9 months)

Administrative Assistant

OmniQuest

Nov 2015 - Present (7 years 3 months)

As an Administrative Assistant at V R&D, I am able to help the company reach more customers by working hard to create a follow up system with each and every contact. I use CRM software to track initial contact, follow up, and orders, and make sure they are receiving our mailing blasts. I have been able to help craft the company newsletter and design both new and old brochures for the company while I was a temp. I'm happy to be joining V R&D as a permanent employee and looking forward to all the new projects this company has to offer.

Digital Media Strategist

Cianna Reider, Freelance

Jan 2017 - Present (6 years 1 month)

I'm a digital media strategist focusing on video and audio, along with social media. I help podcasts get set up, and grow your podcast to new heights. Don't waste your time dealing with the little things - that's my job!

Digital Media Strategist (Consultant)

NLA Media

Jun 2022 - Present (8 months)

Virtual Assistant (Podcast & Research)

The Creative Hustler

May 2017 - Jun 2022 (5 years 2 months)

I help this company get their outstanding podcast about living at the intersection of creativity & business to the masses! Creating show notes, blog posts, graphics and doing other research!

Virtual Assistant & Video Editor

MandieM.com

May 2017 - Jun 2022 (5 years 2 months)

I help create "Bold Moves by Mandie Brice" podcast by editing video, adjusting audio levels, creating blog posts, uploading to LibSyn and YouTube, and creating graphics to ensure the show stays up to date and on brand while reaching their audience



Race Crew

Bigwig Races

Mar 2017 - Jun 2022 (5 years 4 months)

I work with the Race company to help put on and promote races. This could mean anything from dressing up as the Easter Bunny and handing out flyers, to handling the registration tent on race day. There's nothing more exciting then being able to support runners (especially when you're a really really slow one).



Volunteer Director Colorado Springs Marathon

Special Events Management

Mar 2016 - Jun 2022 (6 years 4 months)

Worked with the event management company to organize volunteers for the Colorado Springs Marathon held in downtown Colorado Springs. Gathered around 100 volunteers, and organized them for a successful event.

- Organized campaigns to reach volunteers
- Engaged with volunteers to make sure they understood their role
- Assigned volunteers to various roles
- Handled making sure all areas were fully staffed by volunteers.

Freelance PA/Admin Assistant

Cianna Reider

Oct 2015 - Jun 2022 (6 years 9 months)

I help indy authors, podcasts, small companies, and bloggers get more done each day by offering my assistant services. I help manage their calendars, add appointments, update blogs or social media, do research for them, write press releases, design miscellaneous marketing material for their company, and do paperwork all remotely online. I have the ability to take a podcast from raw content to finish product, with all the steps in between.

If you're looking for an assistant or PA, please feel free to send me a message or email me!

Marketing

Jan 2015 - Jun 2022 (7 years 6 months)

I help companies brand and promote their social media in a more vibrant way. I can take the company's branding and expand it across social media, print design and event planning. If you need someone on your side, who truly values what YOUR company is trying to do, than let me know. I'm ready to help your company reach new people in a creative and innovative way!

Contact me at ciannareider@gmail.com for more info.

Blogger

NerdGirl

Oct 2013 - Jun 2022 (8 years 9 months)

I help manage the social media for NerdGirl, I help run the blog, create graphics, and handle some admin tasks.

Marketing Coordinator

Superb Couture Footwear, Inc.

Jan 2016 - Mar 2017 (1 year 3 months)

Projects:

- Video content for YouTube
- Facebook Ad Campaigns
- Creating content for blog posts
- Add stock and products to the website
- Handling all social media platforms and increasing engagement and followers.
- Cross promoting articles across various sites
- building a group of influencers to help share the product and sales.
- Designed graphics to be used for ads and on social media channels.
- Rebranded Social media look

Social Media Director

Big Dog Brag

Mar 2015 - Aug 2015 (6 months)

I work Part Time as the Social Media Director for Big Dog Brag in preparation for their upcoming events this summer.

- Social media strategy
- Content creations
- Facebook, Twitter, Blogging
- working with Bloggers for promotion
- Working with Sponsors for promotions
- Effectively managing Interns
- Keeping all social media in line with company brand strategy.

PA - Event at Broadmoor

White Room Los Angeles, Inc.

Mar 2015 - Mar 2015 (1 month)

I assisted the company as a P.A for a live corporate event held at the Broadmoor. It was four days long, and throughout the day, I assisted with event planning, event set up, phone calls, organization, coordination of individual sessions, running errands, and transportation coordination, among other tasks.



Marketing Specialist

Skyline Products, Inc.

Sep 2012 - Feb 2015 (2 years 6 months)

I work for the Director of Marketing, assisting in daily marketing projects for the company as well as tradeshow organization. I go between our marketing department and work closely with various departments internally, and our external contacts to manage various projects.

- Press Releases
- Graphic Design
- Brochure Copy
- Brochure Design
- Project Management
- White Papers
- Tradeshow Coordination



Intern - Marketing - Video/Social Media

National Repertory Orchestra

May 2012 - Oct 2012 (6 months)

Job Descriptions:

- Managing Main Website Content and Changing It Weekly
- Sending out E-Newsletters through website
- Keeping Facebook usage high and gaining visibility.
- Adding new and popular social media sites.
- Keeping Track of Merchandise and Doing inventory.
- Creating videos of performances of the Orchestra, and getting them on our YouTube page and other sites.
- Keeping a weekly blog about what's going on at the orchestra.
- Organizing lists and contact information for media sites.
- Contacting local hotels/resorts and keeping them informed of upcoming events.
- Creating Outreach Box to facilitate easy meetings with potential investors/donors.
- Making coupons for certain events to maximize sales.
- General office work (answering phones, taking notes, copying, faxing ect.)



Part Time Sales Associate

Macy's

Sep 2011 - May 2012 (9 months)

Job Description:

- Active Selling
- Focusing on selling struggling brands

- Organizing floor area / straightening
- Keeping updated on latest trends in order to inform customers.
- Doing inventory of our area.
- Changing signs and setting sale
- Reaching goals in both Sales Volume, Items per Transaction, and Loyalty (Credit) Accounts.



Master Control Operator

Kent State University

Aug 2010 - May 2012 (1 year 10 months)

I set up for every live broadcast we have in studio. I patch cameras and mics. I shade cameras and calibrate the virtual set that we use. I make sure we are running like on Channel 2 on campus and channel 16 off campus, and make sure we're streaming live on TV2KSU.com



Director / Asst. Operations Manager

Kent State University

Aug 2009 - May 2012 (2 years 10 months)

I work for the student run television station. I have been newly elected to the Board of Directors for next semester as Assistant Operations Manager, which takes care of the day to day running of the television station and making sure our crew positions are filled and well trained.

I also directed The Agenda, TV2KSU's satire show, this semester, and before that I directed the Tuesday newscast for two semesters in a row, which one Best Newscast.

Next semester, I will be directing the Wednesday newscast and The Agenda.



College Intern / Secretary

Trumbull County Engineer's Department

May 2008 - Aug 2011 (3 years 4 months)

I took care of billing paperwork, and the worked with the inventory program on the computer. I called and ordered all kinds of parts for all different mechanical equipments, and picked up the parts as well. I made calls, sent faxes, and helped keep inventory up to date.

Education



University of Colorado Colorado Springs

Master of Communication, Digital Communication and Media/Multimedia

2014 - 2018

Currently working on my Masters of Communication with a marketing/media focus.



Kent State University

B.S, Electronic Media Production

2008 - 2012



Niles McKinley High School

High School Diploma, Honors programs

2004 - 2008

Skills

Facebook • Editing • Social Media • Video • Final Cut Pro • Blogging • Press Releases •
Microsoft Office • Television • Video Editing