

PHOENIX RIOS

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SUMMARY

Marketing and communications professional with 5+ years managing social media, content production, and paid advertising across multiple organizations and industries. That means editorial calendars, platform strategy, and often handling the full content pipeline — copy, graphics, photo, and video, on and off camera — including Meta ad campaigns coordinated both independently and with partners, with results including 3M+ organic impressions in 2025 and 10,000+ followers gained across platforms.

EXPERIENCE

Digital Communications Coordinator

Sep 2023 – Present

The Food Bank of Western Massachusetts — Chicopee, MA

- Drove 3M+ organic impressions in 2025 across all platforms; grew total audience by 10,000+ followers since 2023, including building TikTok from zero to 1,100+ followers and producing content that has driven 763K+ total video views across platforms.
- Run paid social campaigns on Meta independently and with third-party partners — 1M+ impressions, 15,000+ link clicks, \$2.51 CPM, \$0.18 CPC.
- Produce scripted, voiceover, and on-camera video content alongside photography and multimedia assets for programs, fundraising campaigns, and community storytelling.
- Maintain and apply brand voice across diverse content types and audiences, balancing advocacy, donor, and community-facing messaging.
- Manage community across 18,000+ followers — responding to messages and comments, maintaining brand voice, and moderating content across platforms.
- Collaborate cross-departmentally to align messaging and creative assets; adapt copy from email and press into platform-ready social content.

Marketing Coordinator & Social Media Manager

Dec 2021 – Sep 2023

Dazed Cannabis — Holyoke, MA

- Grew social media following from 1,700 to 3,800+ — a 125% increase — through original content campaigns and targeted organic strategy.
 - Directed photo and video shoots including productions featuring celebrity musicians, content creators, and podcast talent; edited content for multi-platform use including reels, stories, and posts.
 - Conceptualized and launched in-store and digital campaigns driving brand awareness and event attendance.
 - Led a creative team of freelancers and managed production end-to-end.
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PRODUCTION BACKGROUND

Production Assistant Intern — Chris Teebo Films, West Springfield, MA (2017–2018)

Production Assistant Intern — Springfield Hub (2021)

Podcast Producer & Co-host — The Turntable Teachers (2020–2022) · Music/media commentary, guest interviews, and end-to-end episode production

SKILLS

Social Media & Analytics

Meta Ads Manager, Meta Business Suite, Metricool, TikTok, YouTube

Design & Photography

Adobe Photoshop, Canva, Snapseed

Video & Audio Production

Adobe Premiere, Final Cut Pro, CapCut, Logic Pro

AI & Productivity Tools

ChatGPT, Claude, Microsoft Office, Google Workspace

EDUCATION

University of Massachusetts Amherst

Bachelor of Arts — Theater

2016–2020