

Tina Shoulders
Designer & Social Media Strategist

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Work History

Fashion Institute of Technology, 2008-Present

Instructor: "Social Media Marketing: How to Generate A Buzz for Your Brand"

Social Media Strategist, 2007-Present

Provide community management for emerging brands and small businesses. Helping to implement social media into marketing plans for growing companies.

Harmony Designs: Implementing strategy for customer engagement on twitter, facebook, yelp and foursquare. Event planning and cross promotional consulting

Wild Rover: Instructed client on how to build out community on facebook and twitter and helped to add a voice to the design blog.

GoAnimate: Designed program that would integrate user generated content with video to enhance engagement. Pitched contest ideas. Community building on twitter, facebook, flickr, and blogs.

Next Island: Designed program that would integrate the gaming community, did blogger and community gaming outreach. Designed strategy for connecting on facebook and twitter,

Graphic and Surface Design Consultant, 2003- Present

Freelance Textile designer for fashion and furnishings companies. Design prints, bodies, catalogues, hang tags, and all visuals for packaging and branding fashion and home products.

Exposure Camp, 2011- Present

Teach kids in underexposed areas the potential of social media .

Education

Drexel University,
Bsc Design & Merchandising

Computer Skills

Adobe Creative Suite
Expert Level

HTML/CSS
Working

Expertise

Social Media Strategy
Strategic Partnerships
Events
Content Strategy
SEO/SEM
Influencer Outreach
Campaign Analytics
Branding
Graphic Design

Interests

Running/ Marathoner
Interior Design
Photography
Blogging

"From marketing to production, Tina knows all tricks of the trade!"

Yuli Ziv, Founder
Style Coalition
and My It Things