



CHRISTINE JOY FERRER

I am a multi-media producer who brings creative excellence to design, publishing and editorial projects. I deliver solutions for community organizations and individuals acting for the greater good. Areas of focus include: visual design, web and print production, publishing, editing, and web maintenance

CHRISTINE JOY FERRER

2027 Quesada Ave

San Francisco, CA

415 608 2512



eomvmnt.org

tine@eomvmnt.org

tinejoy

MEDIA EXPERIENCE

Reimagine!/reimagnerpe.org, 2014 - Present

Web Editor and Senior Designer

EO Media + Design, 2015 - Present

Founder, Designer, Editor, Web Content Developer, Writer, Freelance

AVE, 2011 - Present

Project Designer and Web Consultant

Mission High School/SFUSD, 2016

Web Administrator and Creative Arts/Dance Educator

Multicultural Arts Youth (MAS) Summer Camp, 2016

Mission Cultural Center Photography Instructor

Bayview Association for Youth, 2014

Digital Media and Blogging Instructor

Urban Habitat/Race, Poverty & the Environment (RP&E), 2012 - 2013

Visual Media and Design Associate

Urban Habitat/Race, Poverty & the Environment (RP&E), 2009 - 2012

Web and Publishing Assistant

Instyle.com, Time Inc., 2009

Web Editorial Intern

Urban Habitat/Race, Poverty & the Environment (RP&E), 2007 - 2008

Editorial and Publishing Intern

EDUCATION

B.A. Dual Degree

Journalism and Dance

San Francisco State University

Visual Media Design

City College of San Francisco

2017

SKILLS

Adobe Indesign

Adobe Photoshop

Adobe Illustrator

Typography

iMovie

Audacity

Garageband

Microsoft Office

Wordpress

QuarkXpress

Web/Design Organization

Drupal

Content Management

Blogging

Basic Podcasting, Audio Editing

Basic Videography, Photography

Basic HTML

HIGHLIGHTS

- Co-founded a media collaborative that brings journalists and policy advocates together to improve coverage and advance racial and gender justice agendas in climate, housing, immigration, workers rights, criminal justice, and other topics (Reimagine! Working Group, 2014-18)
- Designed covers and developed overall layout for the 100 + page print edition of Reimagine! *RP&E*
- Assisted in the development of an online publishing platform that increased site traffic from 2,000 visitors monthly to over 60,000 (*Urban Habitat/RP&E*, 2007-13)
- Edited, designed and published hundreds of articles in print and online

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Highlights continued...

- Lead the social media/website marketing efforts for Zanzibar Stone Town Capoeira (ZSTC) Project, raising \$15,000 (AVE, 2010)
- Taught and created curriculums for creative arts, blogging and photography workshops at Mission High School, Bayview 100% College Prep and Mission Cultural Center
- Spearheaded the implementation, creation and development of *RP&E's* Arts & Culture section
- Produced the third most visited podcast on reimaginepe.org, "Sustaining Cultural and Creative Spaces," downloaded 5,312 times, page hits 93,327 as of January 2018

AWARDS

District Attorney's Implicit Bias Art Project, 2017; Southern Exposure Grant, 2017; Akondi Foundation Grant, 2009; Hearst Personality/Profile Writing, 2007; Maria Elena Yuchengco Memorial Journalism Scholarship, 2006

PORTFOLIO

eomvmnt.org/portfolio-media/

WEB DEVELOPMENT

avesidea.org
fhmusicgroup.com
ingenioussalon.com
mccatheater.com
margotpepper.com
harvestbodywork.com

SUMMARY OF QUALIFICATIONS

- Produce smart, creative, and impactful graphic design and layout solutions on deadline and under-budget
- Regularly and consistently create compelling visual concepts to communicate ideas that inspire, inform, or captivate readers and support various marketing channels for clients (websites, blogs, landing pages, email, social media, signage, press releases, video, events, print, podcasts, etc.) to attract, communicate, nurture, and retain their various audiences
- Produce podcasts, write stories, proofread, coordinate writers, manage web content, create custom web landing pages, curate and edit photos
- Integrate typography, illustrations, photographs and drawings to create high impact visual designs
- Work closely with art director to develop various design/web/editorial projects
- Manage the workflow and lifecycle of existing and new email campaigns and creating design templates (*Mail Chimp*, *Constant Contact*)
- Execute design projects from conceptual stage to final product
- Brainstorm mock-up design ideas, present ideas to clients, meet with clients and adjust designs to fit their needs or taste, project budgets and schedules
- Write original content on assigned topics—for hire, under license, or per use
- Use email, digital, and social channel communication best practices, while optimizing email subject lines, keywords and other SEO tactics

FREELANCE/SPECIAL PROJECTS

- Lead Designer, *I Am San Francisco: Black Past and Presence* Mixed Media Exhibition at the City College of San Francisco
- Lead Designer, *How We Play: Circus, Break Dance and Capoeira* Photography Exhibition at the City College of San Francisco
- Web Curator and Creator, Oscar Grant Memorial Arts Project
- Outreach Specialist, Zanzibar Stone Town Capoeira Project
- Artist Collective Booklet Designer, 3.9 Art Collective