RICK FUIMO

CONTENT GENERALIST

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🌐 WWW.RICKFUIMO.COM

ABOUT ME

My name is Rick, and I am a content generalist that has 10+ years of experience with various forms of media and content.

- Video Editing
- Content Creation
- Copywriting
- Social Media Management
- Social Media Ad Campaigns

LANGUAGES

ENGLISH

GERMAN

SPANISH

SKILLS & SOFTWARE

ADOBE CREATIVE CLOUD

DAVINCI RESOLVE

CANVA

PRO TOOLS

STUDIO ONE PRO

WORDPRESS

HOOTSUITE

FB ADS MANAGER

MAILCHIMP

WORK EXPERIENCE

FREELANCER
Aug. 2022 - Present

Copywriter

- Writing SEO content for a variety of digital services, products, and marketplaces.
- Boosting e-commerce performance with keyword research and analysis.
- Communicating tasks/objectives directly with clients or their SEO managers.
- Publishing completed content to the appropriate channels via WordPress or other CMSs.

LOOPPER
Feb. 2022 - June 2022

Digital Marketer/Content Creator

- Managing a team of trainees and interns to create marketing content for multiple e-commerce markets.
- Overseeing daily tasks and tracking progress of ongoing projects.
- Defining the social media strategy, calendar, creation and publishing of content on all platforms.
- Scheduling posts via Hootsuite.
- Quality check of content on website, newsletters, social channels.
- Creating, editing and posting digital media for key products (Photoshop, Canva & DaVinci Resolve).

FREELANCER
Dec. 2020 - Feb. 2022

Social Media Specialist/Content Creator

- Creating relevant content and deploying the paid social strategy for US and European brands.
- Developing the creative concept and content (static and video).
- Setting up and distributing ads on Facebook and Instagram via Facebook Ads Manager.
- Monitoring, reporting and optimizing ad performance.

VERTICAL X
Nov. 2010 - Jan. 2017

Web Developer/Designer

- Contributing to website design, creation and maintenance.
- Basic HTML and CSS coding (Dreamweaver).
- Asset editing (Photoshop).
- Content publishing (Wordpress, CuteFTP).
- Partnering with clients to develop strategies and help translate their business requirements into web-based solutions that support their overall mission.

EDUCATION

INSTITUTE OF AUDIO RESEARCH
New York

Audio Engineering & Production

- Audio electronics, digital music synthesis, recording/mixing and music business administration.