

# charissa soriano

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## VOLUNTEERING

### DEI COMMITTEE CHAIR All Star Directories, Inc.

- Implemented the first company-wide DEI training with the DEI Committee in 2022
- Directly communicated with senior staff about initiatives and other requests or questions relating to DEI
- Wrote for, edited, and designed ROUNDUP from April 2021 to January 2023. ROUNDUP is a DEI newsletter that highlights events that have significant value to underrepresented communities

## SKILLS & ABILITIES

- photography and photo editing
- videography and video editing
- graphic design
- research and writing
- journalism
- social media management
- social listening
- project management
- communication
- community engagement
- diversity, inclusion, and equity
- adobe creative cloud (lightroom, photoshop, premiere)
- canva
- google workspace

## EDUCATION & TRAINING

### UNIVERSITY OF WASHINGTON

**Master's in Communication**  
September 2018 - December 2019

### ATENEO DE MANILA UNIVERSITY

**Bachelor of Arts in Economics**  
June 2011 - March 2015

## WORK EXPERIENCE

### FREELANCE DOCUMENTARY PHOTOGRAPHER

May 2023 - Present

- Clearly communicates and coordinates with clients on photo sessions or events coverage
- Researches deeply on stories surrounding immigration, mental health, culture, among other topics for editorial pitches or grant applications
- Produces compelling photography—documentary, portrait, or otherwise
- Edits and sequences best images for clients or personal projects
- Creatively writes photo captions for web and social media, as well as project descriptions for grant applications

### SOCIAL MEDIA MANAGER

ZigZag | April 2024 - October 2024

- Documented events and created portraits from an eye of a professional photographer
- Ideated content for May to December 2024 based on recruitment marketing goals: to increase brand awareness, manage brand reputation, develop community engagement, and attract candidates for open positions
- Ensured timely delivery of content by being organized in managing social media calendar and prioritizing projects
- Created engaging TikTok videos, both original and trending, which resulted to a 3000% increase in followers in just two months (started posting in May, saw results in July)
- Produced and posted visually compelling content on Instagram while forming a more cohesive brand identity
- Improved ZigZag Careers' LinkedIn reach through relevant and educational organic content, adding over 3,000 followers from May to September 2024
- Monitored trends on TikTok and Instagram to stay updated and relevant
- Effectively collaborated with various teams through proactive communication to create engaging content
- Promptly responded to user comments and direct messages with a human touch

### SOCIAL MEDIA MANAGER

All Star Directories, Inc. | March 2020 - January 2023

- Monitored, listened, and responded to social media users to understand their questions, desires, pain points regarding higher education and identify story ideas
- Searched for and collaborated with diverse social media users and influencers on content aimed to educate prospective students on various career paths. Built a relationship with 100+ users and influencers to work with on content
- Created and published Instagram Reels and TikTok videos that went viral (10k to 42k views)
- Created relatable, visual content such as infographics, real stories of students or professionals (image with caption), and videos using Canva, Adobe Premiere Pro, InShot, and Microsoft Office tools. Increased post performance to 300-500 engagements through student story posts on Facebook

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## WORK EXPERIENCE

- Increased representation of undervalued communities in social media and web content, emphasizing its importance to the company and more importantly, to prospective students
- Managed an effective social media calendar using Sprout Social to publish and monitor social media content across different social media platforms
- Collaborated with various teams on projects to increase impressions and drive revenue from organic social
- Mapped out a social media strategy annually to align with company goals
- Monitored and analyzed social media metrics on Sprout Social to measure the impact of social media posts and campaigns

### DIGITAL COMMUNICATIONS ASSISTANT

**Burke Museum | September 2018 - July 2019**

- Contributed to web and social media content by photographing events, exhibits, and educational programs, geared towards engaging with museum members and visitors
- Assisted the digital communications manager in interviewing curators, collections managers, and researchers about their work for the museum
- Edited photos and created videos from events coverage or interviews to promote the museum
- Gathered assets (copy, images, urls), audited content, and assisted in the redesign of Burke Museum's website
- Timely published web content on WordPress and Drupal

### EMERGING TECH AND SOCIAL JUSTICE FELLOW

**The Seattle Globalist | January 2019 - June 2019**

- Wrote a profile and photographed the Executive Director of MAPS-AMEN highlighting her social justice work with the Muslim community in Washington State
- Photographed and interviewed First Nations, a Native American and Alaska Native student organization at University of Washington

### VIDEO PRODUCER AND VIDEOGRAPHER

**Catholic Community Services | January 2019 - March 2019**

- Created and edited videos with the goal of challenging the negative perception of homelessness
- Co-directed, shot, and edited videos
- Managed timeline and created shot lists to create efficiencies in production

### PROJECT DOCUMENTATION SPECIALIST

**UN Migration Agency | February 2018 - September 2018**

- Conducted interviews in communities vulnerable to natural disasters in Metro Manila for the Mass Evacuations in Natural Disasters (MEND) project
- Created social media and web content from interviews to create awareness around natural disasters and disaster preparedness, as well as to continue getting support from the agency
- Documented natural disaster evacuation simulations in three different communities involving a total of 1k+ participants for the report on the MEND project