
Sean M. Pubins

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EXPERIENCE

Red Thinking

Washington, DC

Social Media Coordinator & Content Editor

August 2021 - Present

- Develops, implements, manages, and executes each assigned client's social media strategy
- Defines most important social media KPIs through strategy research and reporting
- Prepares and presents month-end or quarterly overviews of each client's social media performance
- Maintains direct, day-to-day contact for all assigned social media clients
- Participates in social media strategy and kick off calls for new clients
- Collaborates with the Accounts Services team to ensure social media content is up to date and accurately reflects each client's tone, voice, and brand
- Monitors UGC and user engagement across platforms
- Researches latest social media best practices and recommends content optimization practices
- Works with designers to ensure content is represented, graphically appealing and on-brand
- Partners with digital team to assist with strategic social media roadmaps and research
- Pitches potential clients on recommended social media strategy based on their target audience and goals
- Plans and executes monthly video shoot days for clients
- Prepares questions and leads interviews with client employees to be used in featured video content
- Edits video content for monthly content calendars

Lucky Dog Films

Silver Spring, MD

Creative Development Intern

Oct 2020 - May 2021

- Conducted research on potential and ongoing television projects in various phases of development
- Assisted in the preparation of written, graphic, and video-based pitch materials
- Cold-called potential talent and led the creation and distribution of casting calls

Cavalier Auto Group

Virginia Beach, VA

Digital Media Consultant

May 2019 - May 2020

- Worked with sales personnel to develop digital initiatives that drove sales and improved customer service
- Managed the video content creation and posting of all firm social media accounts

Digital Media Intern

May 2018 - August 2018

- Assisted in managing the firm website and accompanying social media accounts

School of Visual Arts (SVA)

New York, NY

Director

May 2019 - June 2019

- Led a film crew in the scheduling, writing, casting, filming, and editing of an original short film

EDUCATION

James Madison University

Harrisonburg, VA

Degree: B.A. School of Media Arts & Design

August 2015 - May 2019

Concentration in Journalism

- Overall GPA: 3.35

JMU Center of Global Engagement

London, UK

Study Abroad

January 2018 - May 2018

- Studied broadcast media and culture in the United Kingdom over the course of a semester

ACTIVITIES & HONORS

Rails Comedy

Washington, DC

Writer/Actor

June 2022 - Present

- Writes and performs in monthly sketch comedy shows

Skills & Certifications

Technical: Copy Editing, Final Cut Pro, Illustrator, InDesign, Photoshop, Premiere Pro, WordPress

Other: Acting, Customer Service, Documentary Production, Feature Writing, Scriptwriting, Videography