

ANGELA HOM

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WORK EXPERIENCE

Kingdom Dance Team, Buena Park, CA/Remote • Content Creator and Social Media Manager 09/2024 - Present

- Performed in, edited and created captions for K-pop-related IG Reels for an audience of over 200 followers.
- Utilized in-app editors and editing platforms (Canva, CapCut, Adobe) to create aesthetic promotional videos and evergreen content to increase engagement.

spirit unyielding, Remote • Copy Editor 09/2023 - 11/2023

- Edited copy and provide timely feedback for a poetry manuscript to refine concepts and ensure clean copy for publication.

Generous Generation, Remote • Campaign Copywriter and Content Creator 02/2022 - 03/2023

- Shot, edited and produced short-form videos following current social trends and audios across social media platforms (i.e. Instagram Reels, Instagram, LinkedIn, etc.) to enhance audience engagement and online presence.
- Contributed to brand marketing by creating compelling social media copy and assets for an Instagram audience of over 700 followers leading to a 20% increase in community engagement.
- Coordinated with non-profits and creators to develop digital media campaigns to drive community engagement initiatives engaging a Gen Z audience.
- Managed and crafted social media content and executed production for Instagram including voice-over, video scripts and on-camera work while utilizing editing softwares.

Biola University-Kristos Campus Missions, La Mirada, CA/Remote • Social Media Manager 09/2019 - 05/2021

- Monitored social media analytics and KPIs through CMS online systems to optimize performance metrics and proactively implement communication strategy initiatives to increase digital engagement.
- Designed and created content for Instagram for a 200+ follower community while aligning with social media strategies and account's brand consistency.
- Maintained calendar maintenance and posted bi-weekly on Instagram adhering to media marketing guidelines to promote member engagement across online and offline engagement activities.

More than a Menu Book by Biola Journalism, La Mirada, CA/Remote • Writer 01/2021 - 05/2021

- Wrote and edited two chapters of a book about AAPI culture and discrimination during the COVID-19 pandemic.
- Conducted research and utilized written communication to collaboratively and independently produce engaging and informative content to resonate with our audience.
- Collaborated with fellow students to make and execute editorial judgments to better suit our audience.

CORE SKILLS

- Copywriting & Copyediting
- Social Media (Instagram/Threads/Instagram Reels, TikTok, Facebook, X/Twitter, YouTube/YouTube Shorts)
- SEO (Instagram Insights, Google Analytics, Facebook Business Manager, YouTube Creator Studio)
- Adobe Photoshop, Adobe PremierePro, Airtable, Canva, CapCut, Google Suite, Notion, Slack, Zoom

EDUCATION

Bachelor of Arts in Journalism & Integrated Media-Writing & Publishing • Biola University, La Mirada, CA May 2021
Minor in Public Relations