

ANGELA HOM

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PROFESSIONAL EXPERIENCE

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

- o Shot, edited, and produced short-form videos following SEO trends across social media channels (i.e. Instagram Reels, LinkedIn, etc.) to drive engagement and brand awareness.
- o Contributed to content strategy by brainstorming and creating captivating video content for an Instagram audience of over 700 followers leading to a 20% increase in engagement.
- o Collaborated with non-profits and creators to execute storytelling campaigns, innovating new ways to effectively engage a current Gen Z audience and new demographics authentically.
- o Developed and led evergreen content for Instagram including voice over and on-camera work.

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

- o Monitored key performance metrics to optimize our SEO model and implement a content strategy to increase engagement.
- o Produced and scheduled creative digital content for Instagram to engage with a 200+ follower community.
- o Co-posted bi-weekly Instagram posts to promote member engagement across online and offline events.

Telos Education, Remote • Editor and Administrative Assistant 05/2021 - 10/2021

- o Proofread and refined over 30 college application essays for high school students.
- o Taught grammar, reading, writing and vocabulary to middle school and high school-aged students daily by researching and curating relevant lesson plans.
- o Self-managed day-to-day operations including material management and test grading.

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

- o Wrote and edited two chapters of a book about AAPI culture and AAPI discrimination during the COVID-19 pandemic.
- o Utilized storytelling tactics and written communication to collaboratively and independently produce engaging and informative content to resonate with our audience.
- o Collaborated with fellow writers and designers to make editorial decisions with an attention to details.

Biola University-The Biolan Yearbook, La Mirada, CA/Remote • Copy Editor 08/2020 - 05/2021

- o Proofread and edited copy to produce Biola University's first complete yearbook during the COVID-19 pandemic.
- o Pitched ideas, contacted and interviewed interviewees for yearbook features.

EDUCATION

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

SKILLS

- Copy Writing & Editing
- Social Media (Instagram, Facebook, TikTok, YouTube)
- Social Engagement Optimization (Instagram Insights, TikTok Video Analysis, YouTube Creator Studio)
- Organization Platforms (Adobe Suite, Canva, CapCut, Zoom, Google Suite, Microsoft Office Suite, Notion, Slack)