

EDWARD TOM

Communications/Social Media



San Francisco, CA

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<https://www.edwardtom.com/>

Work Experience

2020-Present

Social Media Creator

- Built a 200,000+ following across TikTok & Instagram.
- Amassed over 10 million views across all major social media platforms from 1/2021-5/2022.
- Established social media strategies for creating viral content, that revolved around engaging audiences within the first 3 seconds of viewing that encouraged better results within social platform algorithms.
- Amassed a combined 3.1+ million streams on Spotify, Apple Music, Amazon Music, and YouTube Music.
- Brand/Sponsor content creation - worked with brands on adhoc projects, creating posts primarily with Instagram Stories that have reached a cumulative audience of over 105,000 people.

2018-2021

Asian Health Services

Communications Associate

- Drove engagement and brand recognition through facilitating joint media pieces in major media outlets: The SF Chronicle, The New York Times, MotherJones, NPR, Kaiser Health News and many more.
- Composed various mediums of copy that included press releases, media advisories, annual reports, program books, scripts, internal & external newsletters etc.
- Drove a 340% increase in number of followers and engagement across all social platforms.
- Managed and created content across the agency's CMS.

2017-2018

CBS Corporation -
KPIX Channel 5

Production Assistant/News Writer

- Primarily assisted in day-to-day script writing and file moving.
- Assisted the assignment desk on a whole range of leads and stories; from wildfires, to the current events of our nation. The immediacy of the newsroom required a heightened attentiveness to detail.
- Coordinated teleprompter for news anchors.

2017

Cumulus Media -
KFOG 104.5

Digital Media Intern/Content Writer

- Wrote relevant music, lifestyle, and news articles for station websites.
- Supported marketing team with social media marketing for KFOG.
- Published works at <https://www.kfog.com/author/edwardtom>

Education

2017

San Francisco State
University

Bachelor of Arts in Broadcast
Electronic Communication Arts

Skills

Adobe Premiere | Adobe Photoshop | Canva | MailChimp | Wordpress | Squarespace | Hootsuite | Photography | ProTools | Logic Pro
