

# John “Jack” Rome

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**DIGITAL MEDIA | COMMUNICATIONS | HOSTING | WRITING | STRATEGY**

## PROFESSIONAL SUMMARY

Proactive digital communications professional with 10 years of experience coordinating projects, serving clients, and building digital footprints. Exceptional organizational, communication, and presentation skills. Well versed in content creation (written, audio, video), Microsoft Office/Google suites, Adobe Creative Cloud, Canva, Slack, Asana, and Content Management Systems (Squarespace, Wix, Wordpress). Resourceful, transparent, and service-oriented.

## KEY SKILLS

- ✓ Project Management
- ✓ Digital Marketing
- ✓ Copywriting
- ✓ Video Production & Editing
- ✓ Graphic Design
- ✓ Audio Production
- ✓ Hosting & Presenting
- ✓ Problem Solving
- ✓ Website Management

## PROFESSIONAL EXPERIENCE

### Digital Communications Consultant

2018 - Present

Self-Employed

Arlington, VA

*Collaborated with large organizations and small businesses to build their digital footprints, develop communications strategies, and troubleshoot technical issues to achieve their goals.*

*Clients include: American College of Medical Genetics & Genomics, Potters' Guild of Frederick, Hands On Health Acupuncture, Opus Yoga, Concordia Consulting, Alice W. Lee MD & Associates*

- Write and edit e-newsletters to over 1000 subscribers using MailChimp.
- Design and edit websites using Squarespace, Wix, and Wordpress with focus on SEO.
- Host, produce, and edit podcasts in both audio and video form using digital tools including Riverside, Descript, Adobe Premiere, and Logic Pro.
- Tech-host virtual exam review events on Zoom for over 400 doctors per event, editing recordings into polished videos ready for distribution.
- Produce, shoot, write, and edit high quality interviews and recap videos for social media.
- Lead meetings with client teams, keeping all parties on track with detailed notes.
- Guide clients through the digital marketing landscape.
- Manage several client priorities and technical issues at a time while creating solutions.
- Create and vectorize graphics for apparel and merchandise using Adobe Illustrator.

### Digital Media Specialist/Host/Podcaster

2022 - 2023

Tribly

Remote

*Spearheaded Tribly's podcast, virtual events, and how-to content while developing behind-the-scenes digital media, graphics, strategies, and workflows for the team in a startup environment.*

- Conceptualized, hosted, produced, and edited 10 episodes of *Crossing The Bridge* podcast.
- Engaged with community members and emerging artists in Tribly's network by planning and hosting Twitter Spaces and Instagram Live events for hundreds of listeners and viewers.
- Designed text, graphics, and video assets for Tribly's website, social media, and e-blasts using Logic Pro, Descript, Google Docs, Adobe Premiere, Photoshop, and Illustrator.

- Wrote and hosted 12 detailed how-to videos that guide users through Tribly's platform.
- Designed pages, layout, graphics, and copy for Tribly's website using Squarespace.
- Conducted over 50 promotional presentations to prospective clients and interested parties.

### **Communications Assistant**

2016 - 2019

National Committee for Responsive Philanthropy

Washington, DC

*Designed and managed the monthly email newsletter, created social media posts and analytics reports, wrote and edited blog posts, and produced engaging videos for social media.*

- Wrote the monthly email newsletter, sending out to over 3000 readers via Mailchimp.
- Designed graphic, text, and video posts for a social media audience of 25,000 followers.
- Managed in-depth reports of social media statistics using Google Analytics with recommendations to inform marketing strategies.
- Wrote, produced, shot and edited videos interviewing leaders and summarizing research using Adobe Premiere, Photoshop, Illustrator, and Logic Pro.
- Managed content on the NCRP website using Wordpress.
- Wrote and edited blog post content for the NCRP website blog.

### **Writing Coach/Peer Lead**

2014 - 2016

Drexel University Writing Center

Philadelphia, PA

*Led writing center training, activities, and continued education for peer readers (writing tutors), and partnered with hundreds of graduate and undergraduate students to develop their writing skills.*

### **Graphic Artist**

2014 - 2015

Boathouse Sports

Philadelphia, PA

*Collaborated with the Creative Services team to design merchandise, create marketing materials, and manage internal assets using Adobe Illustrator, InDesign, and Photoshop.*

## **PASSIONS & INTERESTS**

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### **Recording Artist & Performer**

2015 - Present

Jackintheway

Washington, DC

*Performing original songs at dozens of venues in the DC Metro Area, collaborating with fellow musicians, coordinating with event staff, and promoting concerts to a large network of music appreciators.*

### **Webinar Volunteer**

2023 - Present

Foundation for Inner Peace

Remote

*Collaborating with the webinar team to create audience reports, upload YouTube videos and thumbnails, provide live webinar support, update the website (Wordpress), and consult on social media strategy.*

## **EDUCATION & CERTIFICATIONS**

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### **Master Certified Life Coach**

February 2024

Certified Life Coach Institute (ICF Accredited)

### **Bachelor of Science**

June 2016

### **Magna Cum Laude**

Drexel University, Philadelphia, PA

*References available upon request*