



CALEIGH "CALEDONIA" HANSON

Social Media Manager

SKILLS

Social Media Management

Google Analytics

**Content Research and
Development**


Blogging


Adobe Creative Suite Proficiency


Social Media Platforms


Photography and Graphic Design


CONTACT

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EDUCATION

THE LOS ANGELES FILM SCHOOL 2015 – 2018
Bachelor of Science: Film Production

SONOMA STATE UNIVERSITY 2013 – 2015
Communication

WORK EXPERIENCE

FREELANCE FILM PRODUCTION 2015 – PRESENT

***Social Media Manager, Production Designer,
Graphic Designer, Art Director; Los Angeles, CA***

- Ran social media accounts for student and independent films
- Made engaging promotional material for Instagram, Twitter, Facebook, and Indie Go-Go
- Conducted research and liaised with prop houses to ensure historical accuracy within set dressing for period pieces

C.H PHOTOGRAPHY 2013 – PRESENT

Photographer; Los Angeles and San Francisco, CA

- Lead photography sessions for private clients; shoot weddings, engagements, portraits, and stylized promotional art for bands; create high-quality prints and provide graphic design services
- Using social media marketing tools to create and maintain the company's brand
- Researching social media trends that are relevant to the company's marketing activities

HUNTINGTON LEARNING CENTER 2022

Private Educator; Danville, CA

- Writing and Reading Specialist
- Educated children between 5 and 18 years old in a multitude of topics ranging from literature and languages to science and reading

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June 20th, 2022

To My Friends at Variety,

One time, when I was eight years old, I nearly got suspended from school because I punched a boy for making fun of my love for Indiana Jones. I know you're probably asking yourself, what does this have to do with a job posting for a Social Media Manager? And to that I say: absolutely everything, so bear with me.

When I was a kid, I didn't have many friends; I had movies. Indiana Jones was my obsession along with every Back to the Future movie. I quoted them often enough that my mom hid both box sets from me. For the longest time, I wanted to be Indiana Jones and save some priceless artifact, or grow up to be like Doc and make really cool inventions. As I grew up, I realized I didn't want to be either-or, I just wanted to take people on adventures through the magic of film. And all it took for me to realize this was nearly breaking a kid's nose back in elementary school. But, I digress.

My passion for these stories is how I ended up being a student at the Orange County High School of the Arts to study film, and later attended the Los Angeles Film School and earned my degree in Film Production with a focus in Production Design. I've mastered the art of graphic design, Adobe Suite, learned the importance of marketing oneself on social media, ran many social media accounts across multiple social media platforms for student and independent films, and successfully run my own accounts as an artist in this industry. Social media is just a new form of storytelling that I've learned to love and master.

I've applied this knowledge to multiple short films and one indie feature, and I'm ready to expand my knowledge and continue to learn and grow as a storyteller in the film and television industry. I have years of administrative experience from working in the sales industry and running my own photography business where I needed to be on top of research, communication, scheduling, and advertising my own brand.

I'm confident that my previous social media management experience will make me a valuable asset. I have included my resume for your review and would love to discuss my qualifications with you further. And I promise I won't be punching anyone defending Indiana Jones' honor. Those days are behind me.

I'm looking forward to hearing from you and hope this email finds you in good health!

Caledonia Hanson