

# ARIANA CATHERINE

## Contact

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## Education

**2020** San Francisco State  
University  
Bachelor of the Arts in Cinema  
Minor in Africana Studies

**2024** Academy of Arts University  
Master of Arts in  
Communication and Media  
Technologies

## Key Skills

### Administrative

Scheduling & Calendar  
Management  
Procurement & Inventory  
Policy Adherence & Compliance

### Communication

Project Management  
Strategic Planning  
Stakeholder Communication  
Content Development

### Creative

Multimedia Design  
Digital Design  
Film Production & Planning  
Script writing

## Summary of Qualifications

Detail-oriented communications professional with experience crafting clear, engaging, and audience-centered content across digital platforms. Combines operational expertise with creative problem-solving and strong skills in content strategy, writing, editing, and translating complex and technical information into accessible messaging. Leverages creativity, project management, and communication skills to develop meaningful content experiences that enhance internal and external engagement.

## Experience

### March 2016- Present

#### Founder & Multimedia Producer • **Visually Noted**

- Partner with clients to develop multimedia strategies aligned with brand messaging, audience needs, and engagement goals.
- Streamlined content development and editorial workflows, improving project efficiency, and turnaround time.
- Developed, wrote and edited digital content for websites, social media, and digital platforms.
- Conducted quality reviews and edits to ensure accuracy, consistency, and brand alignment.
- Researched software solutions, provided recommendations, and supported implementation to improve operational efficiency.

### October 2023- January 2024

#### Trust & Safety Content Moderator • **Vaco @ TikTok**

- Applied platform policies to ensure content safety and compliance across multiple media formats.
- Evaluated AI escalated content in real time while collaborating cross-functionally to ensure compliance and maintain platform integrity.
- Researched emerging content trends, social media conversations, and audience behaviors to inform content decisions and maintain awareness of evolving digital trends.

### July 2021 – November 2022

#### Business Services Assistant • **California Department of Insurance**

- Developed intranet wireframes approved by leadership, improving accessibility to department information.
- Wrote, edited and prepared statewide informational materials, translating complex low-cost insurance and state-wide fire policy programs into audience-ready external content.
- Collaborated cross functionally with legal and administrative teams to gather, organize, and communicate information accurately.

### Nov 2015- July 2021

#### Office Technician • **California Department of Insurance**

- Managed log of incoming/outgoing legal filings, ensuring accurate and timely processing.
- Ensured proper handling of confidential legal documents, maintaining confidentiality and compliance.
- Assisted in intranet updates for company use, enhancing internal communication.

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**Technical Proficiencies**

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|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Platforms             | Windows Vista/7/10; Mac OS X                                                                                                                                                                                                                     |
| Applications/Software | Microsoft Office Suite/360; Google Suite;<br>Zendesk; Adobe Captivate; Adobe Premiere<br>Pro; Adobe After Effects; Adobe Photoshop;<br>Adobe Illustrator; Celtx; Studio Binder; Zoom;<br>Microsoft Teams; Google Meet; Skype;<br>Airtable; Canva |
| Live Production       | Atem Switchboard                                                                                                                                                                                                                                 |