

Bianca R. DiMaio

617 N. 12th Street Apt 4th Floor, Philadelphia, PA 19123 • 267.702.4596 • bianca.dimaio@gmail.com

www.biancadimaio.com

Qualifications Summary

- 4+ years of experience in media production, community and project management roles
- Experience running assignments for major brands including Disney, Merck, Campbell's and T-Mobile
- Proficient in Adobe Photoshop, Premiere Pro, After Effects and Final Cut Pro
- Experience managing an online community of more than 80,000 filmmakers on commercial projects

Relevant Experience

Community Manager – Poptent, Philadelphia, PA

June 2012 – Present

- Oversee and run video production projects from pre-production to final delivery
- Design assignment webpage graphics and digital ad placements using Adobe Photoshop
- Meet tight deadlines through regular correspondence with producers and brand clients
- Write and curate articles published to blog and shared across social media channels
- Shoot and edit client-facing promotional videos and cut demo reels used as sales/marketing tools
- Schedule and coordinate email newsletters sent to 20,000+ filmmakers
- Contribute to user, product, marketing and sales strategy along with the UX/UI design
- Supervise 2 interns hired to support the Operations Team

Digital Media Manager – OneTwoSee, Philadelphia, PA

Jan 2011 – June 2012

- Managed content creation and product testing using OneTwoSee's proprietary production software
- Supervised and trained staff to utilize digital publishing technology
- Produced an animated promotional video published on company website and Facebook
- Designed graphics and wrote copy for corporate website, presentations and print material
- Created and implemented a comprehensive social media marketing strategy
- Conducted research on social networks, new media and cross-platform ad solutions

Production Intern – WHYY-TV Friday Arts, Philadelphia, PA

May 2010 – Aug 2010

- Edited five HD videos and wrote copy published to the website
- Worked closely with producers during shoots and in postproduction
- Captured and transcribed footage for upcoming shows
- Reviewed documentary footage and interviews for narrative elements

Industry Software Skills

Adobe Premiere Final Cut Pro Photoshop After Effects Basecamp HTML/CSS Final Draft Celtx

Education

Bachelor of Arts, Film and Media Arts, Temple University, Philadelphia, PA - May 2011

Cumulative GPA: 3.76

Magna Cum Laude

Affiliations

Member - Philly Ad Club

Nov 2014 - Present

Member - Philadelphia Women In Film and Television

May 2014 – Present

President & Founder – Temple University Juggling Club

Sept 2007 – Dec 2010