

# REX MACAPINLAC

## Digital Media Specialist | UI Designer

I am a jack-of-all-trades content creator. I bear 7+ years of experience in website and social media management, graphic design, video editing, and UX. I am still ever-passionate in helping brands visually define their identity, services, and strengths, as a newly certified UI Designer through CareerFoundry.

## CONTACT

### Phone

(508) 271-5561

### Email

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### Current Location

Boston, MA

## EDUCATION

2023

### UI Design Program

CareerFoundry

### UX Foundations

General Assembly

### B.A., Communications

Stonehill College | Easton, MA

## EXPERTISE

- UI/UX
- Visual Design
- Website Management (Wordpress; Drupal)
- Video Editing (Premiere)
- Graphic Design
- Copywriting
- Text Animation

## EXPERIENCE

- 2023 - Present  
Mass Commission for the Deaf & Hard of Hearing | Boston, MA  
**Social Media & Digital Content Specialist**
  - Create accessible video and graphic design content to promote State services for the deaf and hard of hearing
  - Manage website and social media content in adherence with Commission's standards for compliance and accessibility
  - Develop and execute strategy to grow following across digital platforms
- 2021 - 2023  
Franciscan Children's | Boston, MA  
**Digital Specialist (2021-2023)**
  - Managed hospital website's daily operations and redesign in direct collaboration with CEO and Senior Leadership team
  - Designed graphics for hospital and school social media channels, e-newsletters, print advertisements, brochures, campus displays, and event signage
  - Produced photos, video, and animated content for digital advertising campaigns and hospital news monitors
- 2017 - 2021  
Bay State Savings Bank | Worcester, MA 01608  
**AVP (2021) | Marketing Officer (2019-2021) | Marketing Assistant (2017-2019)**
  - Created design, video, and written content for digital, print, radio, and billboard advertising campaigns
  - Managed digital media including Bank website, social media, online banking platform, and mobile app
  - Oversaw relationships, strategy, distribution, and budget with media vendors
  - Designed and wrote copy for Bank newsletters, annual reports, brochures, press releases, and mailers
  - Executed multiple geotargeted display, SEM, and email advertising campaigns which earned the Bank over \$2.9M in 2020

## RELEVANT PROFICIENCIES

Wordpress | Invision | Slack | Adobe Photoshop, Indesign, Lightroom, and Premiere | Microsoft Word, Powerpoint, Excel, and Outlook | Google Analytics and Google My Business MailChimp | Figma | Facebook | Twitter | Instagram | Hootsuite