



★ *Social Justice,
Digital Impact
& Storytelling*



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QT Studios New Studiomate & Patreon Campaign

CAROUSEL CAMPAIGN: BUILDING COMMUNITY THROUGH PATREON & STUDIO RECRUITMENT



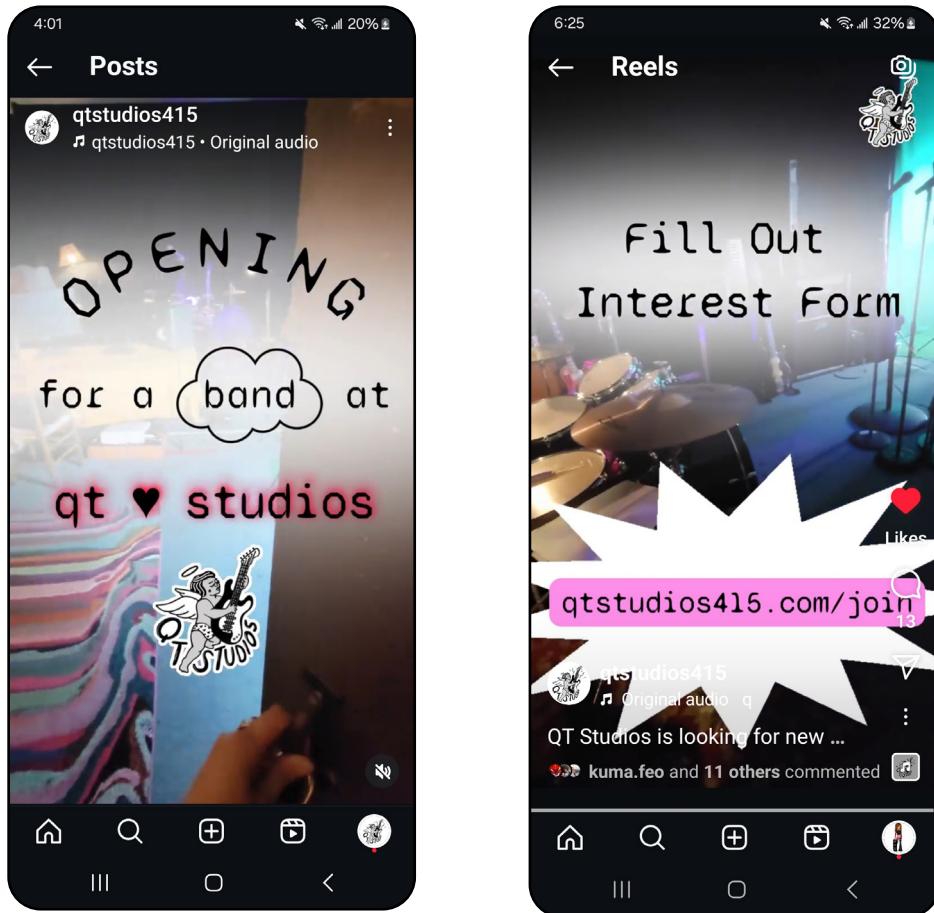
LINK

As the CEO and Digital Content Strategist at QT Studios, I led a comprehensive Instagram campaign to recruit new studiomates and grow Patreon memberships. The campaign featured a 3-slide carousel post that highlighted QT Studios' mission, Patreon perks, and transparent pricing for studiomates. Through targeted ad placement and community-focused content, the campaign reached 13,977 people and generated 33,913 impressions. It resulted in 4 new studiomates, 7 scheduled tours, and increased website traffic. This campaign demonstrates my ability to create visually engaging content, grow online engagement, and drive tangible outcomes.



QT Studios Tour Reel Campaign

REEL CAMPAIGN: INTRODUCING QT STUDIOS TO THE LOCAL COMMUNITY



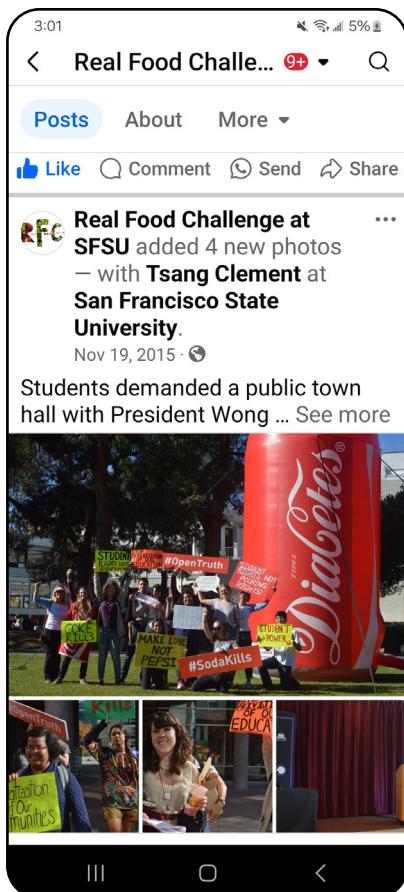
[LINK](#)

As the CEO and Digital Content Strategist at QT Studios, I created and managed an Instagram Reel campaign to promote studio tours and bookings. The Reel featured a behind-the-scenes tour of the studio, showcasing its vibrant, inclusive space for artists. Using engaging visuals and clear calls-to-action, the campaign reached 3,309 accounts (96.4% non-followers) and achieved 4,883 total plays, including 1,095 replays. It also drove 8 new followers and boosted profile activity. This campaign demonstrates my ability to create compelling video content, grow engagement, and connect with new audiences.



Real Food Challenge Pouring Rights Campaign

FB CAMPAIGN: CHALLENGING CORPORATE INFLUENCE ON CAMPUS

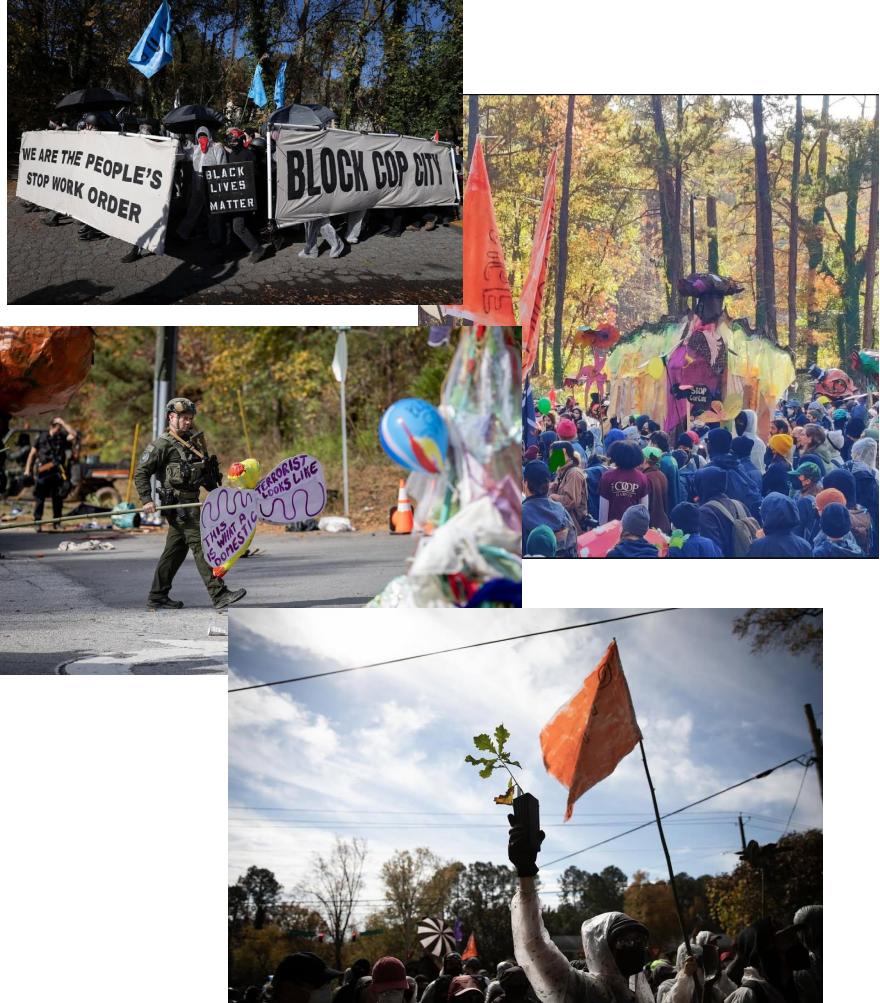


During my time with Real Food Challenge, I organized the Pouring Rights Campaign at San Francisco State University to challenge Coca-Cola's exclusive contract. Using Facebook, I mobilized students and community members, gathering 3,000 petition signatures and organizing two town halls with key decision-makers. I fostered a collaboration on this campaign with The California Endowment and SF Department of Public Health. The campaign garnered media coverage from NBC News, SF Chronicle, Forbes, and others; and received a Certificate of Honor from the San Francisco Board of Supervisor. I also produced a video (linked above) that reflected on the campaign's impact and connected it to broader struggles against corporate influence. This campaign highlights my ability to use social media for advocacy, mobilize diverse stakeholders, and achieve measurable results.



San Francisco Report Back of Block Cop City Campaign

INSTAGRAM CAMPAIGN: AMPLIFYING COMMUNITY VOICES



Photos by Dustin Chambers

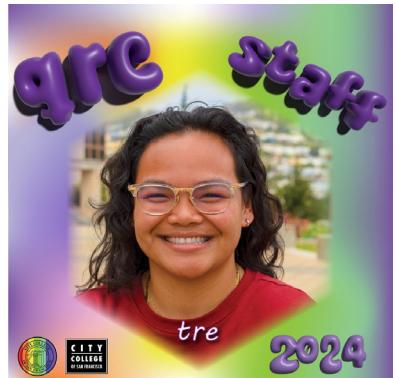
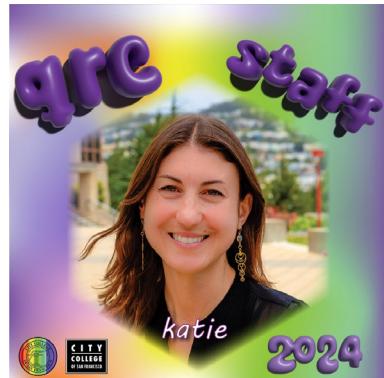
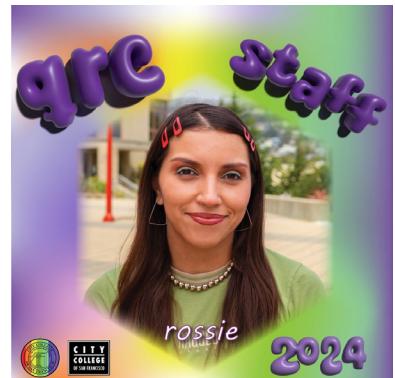
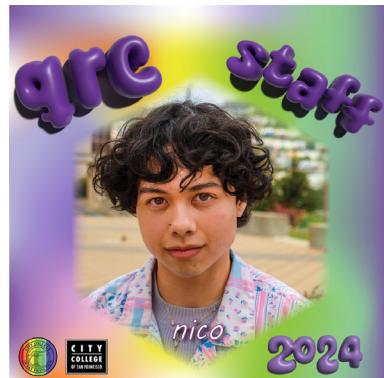
[LINK](#)

I promoted the San Francisco Report Back event, where attendees of the Block Cop City action in Atlanta shared their experiences. Through my personal Instagram account, the campaign reached 1,232 accounts, engaged 201 users, and drove 60 profile visits. In addition, a collaboration with @weelauneedefense_oakland and @stopcopcity, the campaign achieved 663 likes and reached a combined audience of over 80 attendees (in-person and online). This project demonstrates my ability to use social media to promote events, engage audiences, and foster community dialogue.



City College of SF QRC Staff Introduction Campaign

IG CAMPAIGN: BUILDING COMMUNITY THROUGH VISUAL STORYTELLING



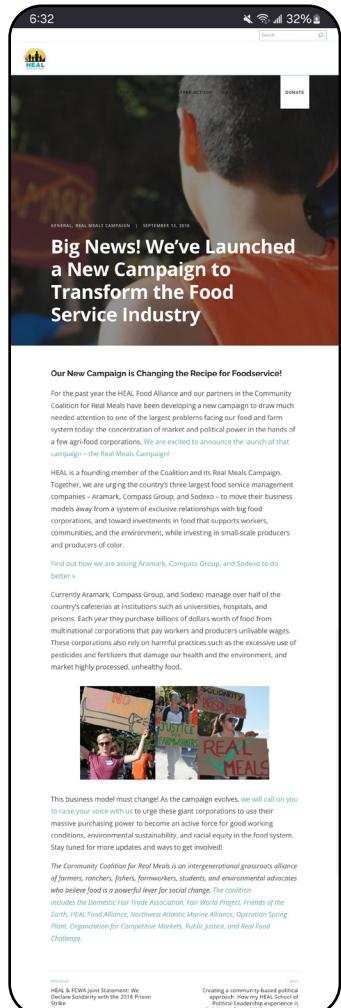
LINK

As the Social Media Specialist for the Queer Resource Center at City College of San Francisco, I created a staff introduction campaign to foster community connection. The campaign featured photos of QRC staff with a fun, creative frame and was shared on Instagram (linked above). This project highlights my ability to create visually appealing, personality-driven content that builds engagement and strengthens community ties.



Real Meals Campaign – Real Food Challenge/Uprooted & Rising

CAMPAIGN: ADVOCATING FOR EQUITABLE FOOD SYSTEMS



ARTICLE

VIDEO

As a photographer and creative director for the Real Meals Campaign, I documented actions and created visuals to support the campaign's mission. My photos were featured in a blog post on HEAL Food Alliance's website (linked above), which announced the campaign's launch and highlighted its goals. I also served as Creative Director for an action at Aramark's Headquarters in Philadelphia, where we delivered 100,000 petition signatures demanding an end to exclusive deals with Big Food corporations. A video of the action (linked above) showcases my ability to blend performance art and activism to drive social change. This campaign demonstrates my skills in visual storytelling, advocacy, and community organizing.



FogCityJournal Publication of Dig Deep Urban Farm

PHOTO STORY PROJECT: HIGHLIGHTING URBAN FARMING INITIATIVES

The image shows a smartphone screen displaying a news article from the Fog City Journal. The article is titled "East Bay Urban Farms Sprout Healthy Food Choices" by Rosie Linares, dated August 20, 2012. The phone's status bar shows the time as 6:15, signal strength, and battery level at 32%. Below the phone is a small thumbnail image of a man watering a garden.

August 20, 2012

East Bay Urban Farms Sprout Healthy Food Choices

Rosie Linares

Terryl "Pac" Rucker completes daily chores at Dig Deep Farms and Produce's Firehouse farm in Ashland including watering locally grown crops. Photos by Rosie Linares.

By Rosie Linares

fogcityjournal.com



LINK

My photography & writing was featured in a FogCityJournal article (linked above) highlighting an urban farm in the East Bay, Dig Deep Urban Farm. The photos showcased the farm's efforts to promote healthy food choices and sustainable agriculture. This project demonstrates my ability to create compelling visual & written content for media outlets and support storytelling around food justice and community resilience—skills that align with advocating for marginalized communities..



My Commitment to Advocacy & Social Justice



May Day Protest in 2017, San Francisco, CA

My approach to digital work is rooted in the belief that communications should empower, not extract. Growing up in an immigrant family, I saw how systems render marginalized communities invisible—and how storytelling can challenge that erasure. This perspective shapes everything I create.

At QT Studios, I built social media campaigns that centered queer and trans artists not as subjects, but as collaborators. At Real Food Challenge, I documented student organizers fighting corporate contracts, ensuring their strategies reached wider audiences. These experiences taught me that effective movement media requires two things: authentic representation and strategic distribution.

I'm particularly committed to:

- Community-led storytelling – Creating platforms where people define their own narratives
- Accessible design – Using bilingual (Spanish/English) content to break barriers
- Impact that lasts – Work that educates audiences and mobilizes action

This work matters because I've seen its effects firsthand—not just in metrics, but in the confidence of a young organizer seeing their campaign shared, or an artist gaining new opportunities after being featured. I want to bring this same focus on tangible outcomes to teams doing justice-centered work.

