

Mirelle Tinker

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Content Development and Strategy Specialist

mirelletinker.com

SKILLS

Microsoft Office
Google Suite
Final Draft
Adobe (*Premiere, InDesign, Photoshop*)
Social Media (*Facebook, Twitter, TikTok, Instagram, Tumblr, Reddit, Discord*)
JIRA
Sintec
Canva
Studio System
Compass
Airtable
Slack
Shotgun

EDUCATION

Ithaca College
Roy H. Park School of Communications

Bachelor of Science in **Television-Radio Studies**

Minors in **Writing** and **International Business**

EXPERIENCE

Common Sense Networks

Content Moderation Coordinator, Los Angeles, CA [remote] | June 2021 - Mar 2024

- Led a team of 20+ education specialists in moderating traditional, streaming, and digital long and short-form content
- Managed TikTok STEM partnership by quality controlling 5,000+ videos per week
- Interpreted metadata using proprietary CMS to create reports and identify gaps for improvements
- Executed deliverables for multiple-year key partnerships

Cures of Color

Writer & Creative Advisor, New York, NY [remote] | April 2021 - Dec 2021

- Wrote a children's coloring book aimed to educate, uplift, and entertain readers 3-8
- Directed illustrators/artists to craft story visuals complying with our style guides and page restrictions
- Ensured quality standards were met and provided feedback during 1:1 meetings
- Represented creative team during meetings with executive board members

NBCUniversal

East Coast Page, New York, NY | May 2019 - Sept 2020

SYFY WIRE Digital/Editorial Page

- Point of contact and project manager for daily social media/editorial meetings
- Liaison between booking and production teams for content development
- Present ideas for social media posts based on pop culture, gaming, and TV trends

Bravo & Oxygen Program Planning Page

- Constructed short and long-term program schedules, rating summaries, and viewing trackers for strategy meetings
- Interpreted ratings data to brainstorm new programming stunts and placements

CNBC Marketing Page

- Compiled campaign decks and competitive reports for Media Planning, Creative Services, and Marketing teams
- Packaged graphics and video assets for promotional media spots
- Coordinated launch parties/events for new TV shows

The Studio

Content Acquisitions Executive, Ithaca, NY | Sept 2017 - Dec 2018

- Collaborated with other student executives in planning events, workshops, and projects
- Assessed over 50 pitches, scripts, and contracts for creative, brand, and financial feasibility