

RYAN SALAMO

EDUCATION

The Pennsylvania State University

Donald P. Bellisario College of Communications, B.A. in Print/Digital Journalism

Donald P. Bellisario College of Communications, Minor in Digital Media Trends & Analytics

College of Liberal Arts, Minor in Business

Smeal College of Business, Fundamentals Certificate

RELEVANT CLIPS

Fashion: <https://ryansalamo.com/megan-thee-stallion-thee-virtual-viral-girl-of-2020/>

Film/TV: <http://www.valleymagazinepsu.com/the-true-meaning-of-mean-girls/>

Pop Culture: <https://ryansalamo.com/dionne-warwick-hidden-gem-of-the-twitterverse/>

Beauty: <https://ryansalamo.com/doja-cat-a-canvas-for-beauty-as-an-art-form/>

Music: <https://ryansalamo.com/the-british-invasion/>

Profile: <https://ryansalamo.com/valley-sp19-the-girl-behind-the-lens/>

RELEVANT EXPERIENCE

Christian Cowan: Design Intern

- Sew and construct designer garments, specifically embroidery with feathers, paillettes and crystals
- Secure fabrics, accessories and resources for newest collections and collaborations
- Prepare materials and personnel for marketing campaigns, events and the FW23 NYFW show

Volatile Magazine: Fashion Editor

- Developed weekly online web content about current fashion trends and pop culture
- Conducted research on designers, brands and public figures within the fashion industry
- Collaborated with other fashion journalists in the pitching process and on weekly articles

The Cannes Film Festival: Social Media Manager

- Created content and curated branding strategies to increase engagement and to optimize social media presence
- Interviewed professionals in the filmmaking industry for Facebook, Twitter and Instagram content
- Tracked analytics to assess each platform's performance and determine successful social trends

VALLEY Magazine: Business Director, Digital Content Director, Editor, Writer

- Revised all print and web articles and operated all aspects of the website, valleymagazinepsu.com
- Oversaw overall progress for editorial, advertising, events, finance, public relations and creative divisions
- Created branded media kit, staff contracts and applications, slideshow presentations and final reports

Shop PR Agency NYC: Intern

- Researched and drafted pitches, media alerts and other materials for various clients
- Monitored web, print and social media to compile a weekly report of media coverage, statistics and placements
- Compiled regional and national media list spreadsheets to keep contact with editors of top national publications

SKILLS

Creative Writing

Copywriting

AP Style

Editing

Wordpress

Microsoft Suite

Social Media

Web Analytics

SEO

Brand Management

CMS

Digital Media

HOBBIES

Figure Skating, Gymnastics, Surfing, Guitar, Photography, Sewing, Swimming, Exercising, Cooking, Calligraphy, Vinyl Records, Graphic Design, Reading, Writing, Languages