

ANAÏS DERSIMONIAN

WRITER | CONTENT CREATOR | FILMMAKER

(+1) 207.475.5637

anaïs.dersimonain@gmail.com

[LinkedIn](#) | [Site](#)

WORK EXPERIENCE

RDS Group Portland, ME

Associate Creative Content Manager | September 2020–Present

Liaise between clients and creative teams; manage creative projects, including video production, web + graphic design and copy/content.

- Writing: web, blog, social content, press releases, newsletters
- Strategic communications: develop and execute effective PR and social media strategy; conduct strategic research and propose creative solutions
- Creative: develop graphics and design for web, social and marketing materials; direct/produce video and talent acquisition

The Yellow Tulip Project Portland, ME

Communications Director | January 2020–Present

Manage overall organizational communications and creative projects, including institutional grant submissions (won \$350k total in 2021), PR and social media strategy, public/private partnerships, and execution of projects by global youth teams.

- Creative: copy/content for web, social media, e-newsletters, annual reports, marketing collateral
- Development: research and write compelling grants
- Implementation: provide oversight to Youth Ambassador teams with events, fundraising, operations, social media, and other projects; manage cohort of college interns, providing professional development and guidance

Hiatt Center for Urban Education, Clark University Worcester, MA
Project Manager, Filmmaker in Residence | January 2018–January 2020

- Created multimedia content for various research initiatives & projects; managed social media strategy
- Liaised between Hiatt Center and Clark University's Media, Culture & the Arts and Screen Studies departments
- Designed and taught original research-based New Media curriculum in partnership with Worcester Public Schools
- Planned and executed major events and guest lectures

SKILLS

- Excellence in writing: written communication, journalistic articles, scripts, press releases, web copy, blogs, grants and more
- Creative project management: video production, web + graphic design
- Primary research & strategic development
- Graphic design: logos, flyers, social media & web graphics
- Developing brand voice & identity through creative strategy
- Fluency in all major social media platforms: Instagram, Facebook, Twitter, TikTok, & WordPress
- Fluency with marketing tools: Hootsuite, Signal Vine, MailChimp, Sprout Social, Canva, and more
- Fluency with all Microsoft Office & Google Drive tools; experience with Adobe CC
- Excellence in interpersonal communication, being a team player and experience working with diverse groups
- Leadership skills & working independently as a self-starter
- Experience public speaking: in person, virtual
- Event planning & management
- Languages: conversational Armenian & German, basic Spanish & French

OTHER EXPERIENCE

The American Genius Austin, TX

Staff Writer | September 2020 – Present

- Write investigative journalistic pieces on tech, culture, and business

Noor Social Somerville, MA

Founder | June 2016 – Present

- Develops effective marketing strategies and brand messaging through:
 - video production and graphics
 - copy for web/blog/social/e-newsletter/marketing collateral

EDUCATION

Clark University Worcester, MA

B.A. with High Honors in Culture Studies & Communications and Screen Studies '17
International Semester (CIEE Berlin, 2016)

*Magna Cum Laude, Dean's List (3.8 GPA),
LEEP Fellow, Bickman Fellow, Lambda Pi
Eta Honors Society*