

Rama K Sivamani

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Content Creation • Brand Storytelling • Targeted social media content strategy • Team Leadership

EMPLOYMENT PROFILE

Rama Sivamani Photography **Photographer/Business Owner**

2013 - Present

Promoted business through the use of social media marketing primarily through the use of targeted Facebook ads and Instagram to create views as well as direct email method to reach and engage clients.

Maintained business records and administrative tasks for business operation

Created photographic content to match the client's vision and intended use of the content. Clients and content created:

- Dermveda – Skincare and healthcare online educational resource. Created content for use on their website as well as for their social media campaigns . In addition would create images from events and seminars for their promotional use.
- Epic immersion – Immersive theater company. Created promotional content both in rehearsal and staged photoshoots as well as images from live productions for their current and upcoming shows and experiences they were creating, content was primarily for web and social media use.
- Noorani Dance Company – Dance school teaching the traditional Indian dance of Kathak. Created content meant for social media use for upcoming student shows and mainly four feature student solos. Content for student solos was also created and optimized for use in print media.
- Capital Dermatology – Dermatology practice. Created photos of the doctors in the practice primarily for use on their website for promotion of their practice.
- Silicon Valley Kids Triathlon – Nonprofit youth sports event. Content created primarily for web use with use on social media as well.

Silicon Valley Triathlon Club **Membership Director**

2015 - 2016

Duties included maintaining communication via email as well as social media in conjunction with the communications director to foster and grow our membership community. Work with social chair to create events to increase engagement amongst members. Track membership demographics in order to assess and adjust our promotions in order to maintain healthy membership numbers.

Solutions for Biotech Inc **Lab Assistant**

Aug 2014 – Sep 2015

Perform the following lab protocols as needed: SDS-Page Protein gel electrophoresis, FPLC purification, HPLC purification, create acid-base buffers. IEF gel electrophoresis

Silicon Valley Triathlon Club

2009 – 2010

Volunteer Director

Communicate with local race directors and organizers to determine volunteer needs and commitment expectations from our club. Formalized the volunteer incentive program to create more engagement from club members to volunteer.

EDUCATION

BS in Biological sciences, Concentration in Physiology

CSU East Bay, Hayward, CA

ADDITIONAL QUALIFICATIONS

Organizations

- Professional Photographers of America
- Silicon Valley Triathlon Club

Achievements/Strengths

- Excellent visual storytelling skills.
- Able to manage multiple simultaneous projects with accuracy, unfailing attention to detail, and strict adherence to deadlines.
- Functions effectively as part of a team and independently.

Computers

- Proficient with Adobe Lightroom, Adobe Photoshop, Facebook, Instagram, Twitter, Google Drive, Microsoft Word, Microsoft Power Point, Microsoft Excel