

# Christopher Arnold

I've been creating content professionally for more than 20 years.

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## EXPERIENCE

### **Indian River State College, Fort Pierce, FL — Social Media Specialist**

OCTOBER 2021 - FEBRUARY 2024

I created content and managed social media channels for IRSC, part of the Florida College System. The content and social strategies were designed with several audiences in mind: current students, prospective students, community members, legislators, college faculty and staff, and philanthropists. Additionally, I coordinated with other campus content creators and led regular social media strategy sessions with staff around the college.

### **Cleveland Clinic Florida Region, Stuart, FL — Communications Content Specialist**

AUGUST 2019 - OCTOBER 2021

I wrote health articles, patient stories and news releases, as well as created video stories and photography for the region, which consists of hospitals, ambulatory health centers and more in Indian River, St. Lucie, Palm Beach and Broward counties. Content was geared toward patients and their families, fellow caregivers, and leadership, among other audiences.

### **Cleveland Clinic Martin Health, Stuart, FL — Content Specialist**

NOVEMBER 2015 - AUGUST 2019

I wrote stories, took photos and created video projects, as well as managed social channels for Martin Health in Martin and St. Lucie counties.

### **TCPalm.com, Stuart, FL — Digital Producer, various roles**

AUGUST 2004 - OCTOBER 2015

I wrote stories and created photo essays and video content.. I also helped manage social media channels and assisted with different editing duties when needed.

## EDUCATION

### **University of Central Florida, Orlando, FL — BFA, Art-Animation**

January 2002 - June 2004

### **Indian River Community College, Fort Pierce, FL — AS, Drafting and Design Technology - Commercial Art**

August 1997 - May 1999

## SKILLS

Interviewing

Storytelling

Writing

Photography

Video editing

Editing content

Working under deadline

Managing multiple deadlines

Teamwork

Problem solving

Adobe Creative Suite

Microsoft Office