Ferdinand Macatangay

he/him/his • www.macatan.gay

Experience

Digital Engagement Strategist, National Asian Pacific American Women's Forum (NAPAWF)
Washington, DC. January 2019 - Present • www.napawf.org, @napawf (📷, 🐦, f)

- **Social Media:** Established engaging Instagram presence and increased followers x10; advanced to oversee content production after $2\frac{1}{2}$ years creating content across platforms; provided guidance to colleagues on messaging and best practices; independently engaged in rapid response to breaking news on topics including abortion, immigration, and anti-Asian racism.

- **Web:** Completed a migration and redesign of the website; led writing and execution of content updates for campaigns, resources, and newsletters; designed multilingual information hub for Asian American voters in 2020; managed web forms for subscription sign-up, legislator contact, and event registration.

- **Graphic Design:** Established visual branding standards, implemented uniform logo, color, and typeface specifications, and instructed staff, members, and freelancers on design use; created graphic assets for social media, web, email, merchandise, and print.

- **Email:** Led organization's email marketing program and increased subscribers from 6,000 to 23,000; developed branded email templates, managed targeted lists, and trained staff in use; wrote call-to-action messages around events and significant legislation.

Digital and Social Media Intern, Planned Parenthood of Indiana and Kentucky
Indianapolis, IN. June 2018 - August 2018

- Designed visualizations of state sexual health data; created and published social media content.

Education

Purdue University, B.S. Computer Graphics Technology
West Lafayette, IN. Graduated December 2018. Concentration in Web Programming and Design.

Skills

Communications: Writing, planning, and editing regular content for social media, emails, and the web; well-versed in Asian American and Pacific Islander community issues and reproductive justice framing.

Web: Strong front-end web design skills with JavaScript, CSS, and SVG; experience integrating embedded forms for optimal branding and functionality; familiarity with email development with HTML and back-end database development with PHP and SQL.

Graphics & Video: Confident establishing and managing brand standards across diverse media; designer for digital and print, including factsheets, infographics, and social media content; moderate video editing and basic visual effects skills; amateur photographer; proficient with Adobe Illustrator, Photoshop, InDesign, and After Effects.

Other: Running tech for virtual events livestreamed to social media with Zoom; familiar with PC maintenance and troubleshooting; secure management of login credentials and web infrastructure.