



Thomas Florio
Creative // Photographer

✉ thomasflorio97@outlook.com

🌐 www.tomflorio.com

🔗 [LinkedIn](#)

PROFESSIONAL SUMMARY ◆

2020 Albright College graduate with a B.A. in Digital Communications and a minor in Photography. Academic and real-world experience in graphic design, web design, digital journalism, radio broadcasting, photography, and videography.

EDUCATION ◆

Bachelors of Arts in Digital Communications

Albright College

GPA: 3.5

ACHIEVEMENTS ◆

Coursera

Adobe

- Design Fundamentals

Hubspot Academy

- Sales Training for High Performing Teams
- Sales Training: Team Management
- Sales Training: Techniques for a Human Centric Sales Process
- Sales Training: Building Your Sales Career

Sigma Alpha Epsilon

Pennsylvania Sigma Mu Chapter

-Vice President

(January 2019-December 2019)

-Social Media Committee Chairman

(August 2018-May 2020)

-83rd John O. Moseley Leadership School

(August 2018)

EXPERIENCE ◆

Vermeer North Atlantic

Parts Specialist

December 2020-Present

- Worked with customers to identify needed parts, build price quotes, and determine availability dates.
- Analyzed existing inventory levels and customer demand to maintain inventory balance.
- Processed returns and handled warranty issues, including opening and tracking claims and ensuring credit is given to dealership.

WPOP Internet Radio LLC

On Air Personality

September 2020-November 2020

- Hosted and engineered a three hour broadcast counting down the top 40 popular hits of a particular week and year.
- Researched information on each musical selection in advance of every broadcast to provide interesting commentary.
- Announced musical selections, station promotions, and public service information.
- Accepted requests from the listening audience.

WXAC Albright College Radio

Marketing Responsibilities

August 2019-May 2020

- Managed social media accounts and created daily posts to entertain and inform our followers.
 - Created and managed marketing campaigns outreaching to the greater Reading, PA community working with other non profits to help send their message out through WXAC.
 - Designed print and digital promotional material to raise awareness and participation of WXAC sponsored events.
- Photographed and documented radio station sponsored events.
Updated the WXAC Marketing Director Handbook to include management of social media accounts.

SKILLS ◆

CREATIVE

Digital +Film Photography

Graphic + Web Design

Radio Broadcast

Page and Print Layout

TECHNICAL

Content Management

Research and Outreach

Social Media Marketing

Journalism

SOFTWARE

Wordperss + Wix + Squarespace

Adobe Creative Suite

Microsoft Office Suite

Zoho CRM