**Goal:**  This is an infographic resume for the website Upworthy. I’m applying for an online curator job. Essentially finding cool stuff on the internet and sharing it with other people. I want to be able to show that I have a strong history of producing viral videos and have improved each of the organizations I’ve been part of concerning social media.

## Creative Guidance (just suggestions):

color scheme and texture:v

[http://pinterest.com/pin/435301120202931693/](http://www.google.com/url?q=http%3A%2F%2Fpinterest.com%2Fpin%2F435301120202931693%2F&sa=D&sntz=1&usg=AFQjCNH4Ctk01kMP9Mdi0-wtqCHAm3zctw)

Use of Icons: I like how even though I can’t read the language the icons let me know what is going on.

<http://pinterest.com/pin/171207223306381749/>

## Legend:

Color Coded:

Army: Dark Green

VA: Purple

EPA: Light Green

youtube.com/bumpthekoala: Blue

# Sections:

## SOCIAL MEDIA IMPACT:

(How many views I’ve created with three government agencies and my own Youtube channel):

I’d like it to read as a Youtube Analytic graph:



I like the way the timeline and legend are used here:

<http://www.katbantad.com/blog/wp-content/uploads/2011/11/kbantad_infographic.tif>

x is the year

y is the amount of hits

Short summary on total views (for known products) lining the bottom

Army (1997-2008): 50K+

Veterans Affairs (2008-2010): 450K+

EPA (2010-present): 100K+

youtube.com/users/bumpthekoala(2007-present): 2.5+ million

(not sure how to do this but the products were created during the dates in parenthesis but naturally social media wise the numbers have kept going up

## NOTABLE ACHIEVEMENTS:

I like how easy to read the achievements are here: [http://pinterest.com/pin/171207223306381982/](http://www.google.com/url?q=http%3A%2F%2Fpinterest.com%2Fpin%2F171207223306381982%2F&sa=D&sntz=1&usg=AFQjCNHBilVcYGzXo3zxJJZQgCeabxvgVw)

Army (1997-2008):

Bronze Star for service in Iraq (2004)

Department of the Army Broadcast Journalist of the Year (2007)

RNTDF Vada and Col. Barney Oldfield **National Security** Reporting **Fellowship (2007)**

Department of the Army’s first Regional Emmy (2008)

Veterans Affairs (2008-2010):

Executive Produced and marketed “Veterans Day 2010” <http://youtu.be/RBfTQK5mPe8>

and “Veterans Day 2011”

veach received 150K hits in a 24 hour period.

Department of Veterans Affairs first Regional Emmy (2009)

EPA (2010-present):

produced and marketed the first viral success for Agency

“Underneath the Surface: Address the Issues” received 72K through social media marketing (Upworthy) link: <http://www.upworthy.com/this-is-just-my-opinion-but-thats-a-really-trashy-way-to-raise-a-child>

youtube/user/bumpthekoala (2007-present):

Almost 2.5 million views

Over 180K minutes of watched content.

3 products with over 390K views

six products with over 100K views

Shit Civilians Say to Veterans (Upworthy)

Link: http://www.upworthy.com/all-the-things-you-should-probably-stop-saying-to-veterans

## SKILLSETS:

Skillsets:

Social Media Marketer: Each agency I have worked for has reached thousands of new and existing stakeholder through social media marketing plans I helped conceive and execute.

Social Media Marketing: Helped my employers reach thousands of new and existing stakeholders through social media marketing plans I helped conceive and execute.

Viral Video Producer: I have made a career out of creating distinctive government videos that not only have high production values but communicate relatable information to audiences by the thousands.

Viral Video Producer: Focused on producing quality multimedia stories that an audience can react to, remember and share online

Project Management: Has managed thousands of high quality video projects with varying budgets over 13 years of production.

Project Management: Thrive in managing complex creative situations and transforming vague and complex issues into clear and effective projects.

##

## CONTACT INFO:

I like how the contact info borders the top of the graph here.

Raymond Flores

bumpthekoala@gmail.com

703-969-9713

Linkedin: <http://www.linkedin.com/pub/ray-flores/a/b14/86a>

http://www.katbantad.com/blog/wp-content/uploads/2011/11/kbantad\_infographic.tif

**Top 10 videos**

Ranger Rendezvous (Army): 833,389 views

http://youtu.be/McS5LmA6a4A

Soldier gets hit with a Stun Gun (Army): 436,408

http://youtu.be/O\_XdoRbLhIo

S\*\*t Civilians Say to Veterans (Personal): 393,376

http://www.upworthy.com/all-the-things-you-should-probably-stop-saying-to-veterans

Randy Couture- Army Soldier (Army): 236,154

http://youtu.be/dKw3YaWxzRI

Veterans Day 2010 (Veterans Affairs): 200,260

<http://youtu.be/RBfTQK5mPe8>

Veterans Day 2011 (Veterans Affairs): 176,276

<http://youtu.be/xN2W429x_oA>

Bunny Bath (Personal): 171,534

http://youtu.be/O-9BR2DF\_Mg

Medal of Honor- PFC Ross McGinnis: SSG Ian Newland Interview: 82,043

http://youtu.be/dOClztsqAbY

Look Beneath the Surface- Address the Issues (EPA): 72,538

<http://www.upworthy.com/this-is-just-my-opinion-but-thats-a-really-trashy-way-to-raise-a-child>

Post 9/11 GI Bill Guide (Veterans Affairs): 43,735

<http://youtu.be/6wwzie29m5Y>

ScreenCap:



**Revisions:**

Over all I’m really happy.

1. I’d like the “legend” to read:

a. U.S. Army

b. Veterans Affairs

c. U.S. EPA

d. BUMPTHEKOALA (ALL ONE WORD)

2. In notable achievements I’d like it to read

a. Department of Veterans Affairs

b. youtube/users/bumpthekoala

3. In EPA section of notable achievements:

a. Remove the 72K hits bullet and replace with

“Received twice as many hits as any EPA existing product”

4. forget the quote

5. Can you make it S\*\*t Civilians Say and put “ “ around them like the other stories.

6. My text revisions are up top in red and black.

Thanks again,

Ray

Quote:

mordecai.jpg