

Joie Parma

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PAID CREATIVE EXPERIENCE

Director of Original Programming

Texas Student Television, year-long Incubator Program

2022-2023 Director | Teacher/Mentor of 20 students who created 5 pilots for UT's FCC-licensed station 2022 - 2023

- Built curriculum, lectured on television writing & producing, supervised all groups

Director's Assistant | Mentor, *Midterms & Murder* 2021 - 2022

- Supplemented lectures with notes & visual aids, facilitated 1 group's progress

Student | Writer & Producer, *What The Hell* 2019 - 2020

- Selected for competitive program to create an original pilot episode with a team of 4

Production & Development Intern

Jax Media, New York City

January 2022 - August 2022

- Personal Assistant: managed executives' business and personal calendars, scheduled meetings, coordinated correspondence
- Production Assistant on shows such as *My Next Guest with David Letterman & Desus & Mero*
- Reviewed cuts & scripts, provided coverage for unreleased episodes, including Netflix's *Partner Track* pilot
- Assisted in Rights & Clearances producing, meeting with lawyers in post-production stage

Showtime's Desus & Mero, New York City

- Designed graphics (UGC) posted on the Instagram @shodesusandmero, garnering thousands of likes
- Researched talent, followed global & local news for creative ideas, provided live transcription

SOCIAL MEDIA EXPERIENCE

Tiktok

@joieparmesan

July 2020 - Present

- 2022 Ambassador for Equinox Fitness Clubs (@equinox) in NYC
- Lifestyle & travel content, DIYs, participation in fun trends
- Core competency in "chronically online" trend analysis, production, editing, & copywriting

Instagram

@what_frog_you_are, now @joieparmesan | 220k followers at viral height

July 2020 - Present

- Organized crowdfunding donation campaigns to UNICEF in Yemen, the Lebanese Red Cross, & Diasporans Against SARS (Nigeria), capitalizing on the platform's international & hyper-engaged audience
- Created thousands of unique & personalized memes in compliance with Fair Use, using Meta Analytics for strategy
- Now produces travel, food, and global human rights content. Followers include @mtv & @whowhatwear

Manager & Content Creator:

@dr.dprecisionmedicine

January 2024 - November 2024

@ickthemovie

October 2022 - October 2023

@b_linefilm

July 2022 - April 2024

SKILLS & SOFTWARES

Creative | Adobe Premiere Pro & Photoshop, Capcut, Built-in Tiktok & Instagram Editor, Procreate,

Administrative | Google Suite, Microsoft Suite, Asana, Slack, Discord

"Soft Skills" | Written & verbal communication, project management, customer service, team-oriented yet self-motivated

EDUCATION

University of Texas at Austin | Bachelor of Science in Radio-Television-Film | magna cum laude

May 2023

UTNY | Internship and coursework semester in New York City

Spring & Summer 2022