

TINA M. RATCLIFF

(916) 617-8962 - Tina.Ratcliff423@gmail.com

Linkedin:

PROFESSIONAL SUMMARY

Social Media Manager and Graphic Design professional with experience creating and managing digital content for multiple clients. Skilled in content strategy, social media management, and visual design using Adobe Creative Suite. Experience collaborating with clients to develop brand-aligned marketing materials and improve audience engagement. Strong organizational and communication skills with a background in fast-paced environments.

EDUCATION

American River College

2020 - 2026

A.A. in Art New Media

Art New Media Web Design Certificate

Premiere Pro 2025 Essential Training

Phi Theta Kappa: International College Honor Society

PROFESSIONAL EXPERIENCE

Social Media Manager

Remote

Lime 42

2024 - Present

- Manage and create content for 5 to 7 client accounts across Instagram and Facebook
- Design branded graphics and visual assets using Adobe Photoshop, Illustrator, and Canva
- Develop and maintain monthly content calendars, ensuring consistent posting frequency
- Ensure alignment with client brand guidelines and marketing strategy
- Utilize scheduling tools such as Publer and PromoRepublic to streamline publishing workflows
- Support advertising efforts through Google Ads by assisting with ad creative and campaign asset preparation
- Refine visuals and messaging using performance data such as impressions and CTR.
- Edit, optimize, and create web graphics and images for client websites, ensuring proper sizing, clarity, brand consistency, and strong visual presentation
- Contribute to increased engagement, visual consistency, and campaign support through high-volume content production and design execution

Administrative Assistant

Sacramento, CA

Wind Youth Services

2016 - 2019

- Prepared and submitted monthly program, board, and grant reports, ensuring accuracy and on-time delivery
- Managed purchase orders and documentation through DocuSign, supporting multiple departments simultaneously
- Maintained compliance across programs by reviewing grant requirements and internal processes
- Coordinated vendor relationships and contracts, improving operational efficiency
- Managed high-volume phone and email communications as the primary point of contact
- Assisted with onboarding and training of new employees, improving team integration and readiness
- Supported event planning and donation coordination for organizational initiatives

Special Corpsmember

Sacramento, CA

California Conservation Corps (CCC)

2008 - 2016

- Reviewed and tracked statewide background checks for applicants, ensuring compliance and accuracy
- Created training materials and facilitated onboarding sessions for new employees across multiple locations
- Contributed to development of a recruitment database system, improving data organization and usability
- Generated reports using Salesforce to support program tracking
- Coordinated travel, training logistics, and supply distribution for recruitment teams across California
- Conducted interviews and orientations for diverse applicant groups, supporting recruitment efforts

TINA M. RATCLIFF

(916) 617-8962 - Tina.Ratcliff423@gmail.com

Linkedin:

Assistant Manager Century Theaters

**Sacramento, CA
2007 - 2008**

- Managed daily operations including cash handling, deposits, and inventory tracking
- Resolved customer issues, maintaining high satisfaction and service standards
- Scheduled employees and assigned daily responsibilities

Office Assistant Jim Silva Concrete Inc.

**Sacramento, CA
2005 - 2007**

- Managed multi-line phone system and office communications
- Maintained calendars, spreadsheets, and contract documents
- Organized files, invoices, and internal records for efficient access

REFERENCES

Daishawn McFadden
Manager
Wind Youth Services
(916) 280-4253
Daishawn@windyouth.org

Dawn Fry
Recruitment Manager
California Conservation Corps
(916) 341-3228
Dawn.Fry@ccc.ca.gov

Jennifer Fraser
Independent Sales Director
Mary Kay Inc.
(925) 381-2161
Jenny7317@gmail.com

TINA M. RATCLIFF

(916) 617-8962 - Tina.Ratcliff423@gmail.com

Linkedin:

Natalie Manasliski

Service Personnel

Patagonia

(916) 225-2451

Firenatalie@gmail.com