

# SHAAN REHSI

## SOCIAL MEDIA CO-ORDINATOR



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London / Remote

## TECHNICAL SKILLS

### Communications & Marketing

- Multi-platform content strategy (social, web, newsletters)
- Copywriting and editorial content for arts and digital audiences
- Campaign planning, scheduling, and audience engagement
- Community engagement through workshops, events, and teaching

### Design & Digital Media

- Figma, Adobe XD, Sketch, Canva
- HTML, CSS, JavaScript; working knowledge of React
- Data visualisation and interactive media (including WebGL)
- Brand consistency and design system implementation

### Analytics & Accessibility

- Google Analytics and performance tracking
- Accessibility standards (WCAG) and inclusive design principles

## DEVELOPMENT

### PROGRAMMES

#### Future Artists Programme – Somerset House (2026)

- Selected for a competitive interdisciplinary artist development programme exploring digital culture and public-facing creative practice.

#### Music x Code Summer Programme - Peckham Digital, 2025

- Creative coding programme exploring, live coding, music, data, and collaborative audio visual performances.

#### STEMettes Programme – Stemettes (2024-2025)

- National mentorship and professional development initiative supporting women in STEM industries.

## EDUCATION

#### Creative Computing BSc (1st Class Honours)

University of the Arts London | 2021 - 2024

#### Short Course in Software Design (C++)

Aarhus University | August - September 2022

Grade: B (5 ECTS)

## PROFILE

Social Media and Communications Coordinator with a passion for storytelling, community engagement, and digital arts. Skilled in creating engaging content for diverse audiences across social media, newsletters, and websites. Experienced in combining strong writing and editing skills with visual design to deliver impactful communications. Adept at collaborating in fast-paced environments, coordinating events, and tailoring content to enhance audience reach and participation.

## WORK EXPERIENCE

### Content/Video Editing Intern

#### AIXDesign | October 2025 – Present

- Edit and repurpose festival talks and workshops for web and social platforms.
- Produce short-form video content (reels, clips) with accompanying copy and distribution strategy.
- Liaise with artists to source assets and ensure accurate, sensitive representation of work.
- Design digital graphics aligned with the studio's visual identity.

### Communications Coordinator

#### Peckham Digital | November 2025 – Present

*Promoted from Communications Intern within three months.*

- Lead digital communications across Instagram, X, Facebook, and newsletters.
- Develop and execute content strategy to support festival growth and year-round engagement.
- Produce multi-format content including press releases, web copy, graphics, and video.
- Manage media relations, press databases, and coverage tracking.
- Coordinate with artists, partners, and community teams to broaden audience reach.
- Member of the Youth Advisory Board, contributing to strategic planning and community representation.

### Communications Intern

#### Peckham Digital | August 2025 – October 2025

- Supported social media strategy and campaign delivery across platforms.
- Assisted with post scheduling, brand consistency, and audience engagement tracking.

### Freelance Live Coder

#### Self-Employed | 2025 – Present

- Perform live coding sets generating real-time audio-visual compositions.
- Collaborate with musicians and digital artists in performance settings.
- Explore improvisation, algorithmic composition, and audience-responsive media.