

# CYNTHIA ADINIG

Equity Advocate & Policy  
Advisor



703-216-4322



cynthiaadinig@gmail.com



www.cynthiaadinig.com



## Work Experience

### CO-FOUNDER

2013 - PRESENT WEBSTYLEGURUS

Managing all areas of business. Designing, editing and publishing high quality presentations for social media ads, panels and live events. Working with various organizations in the development of digital marketing strategy and brand recognition. Designing logos, websites, flyers, digital ads and brochures.

### MARKETING STRATEGIST

2014 - PRESENT EPW BREAST CANCER  
FOUNDATION

Researching, and developing, strategic digital marketing plans to meet the company's goals. Optimizing marketing efforts for fundraising and brand awareness social media campaigns. Collaborating with team members to optimize effectiveness.

### CAMPAIGN CHAIR

2017-2021 ELECT RITA CHURCH

Created graphics for campaign marketing with quick turn around time. Worked closely in developing social media presence and fundraising strategies. Designed branded graphics for print campaign. Assisted in website and merchandise development.

### CAMPAIGN MANAGER

2017-2018 SEAN CHAO FOR DELEGATE

Tasked with managing all areas of campaign. Designed, edited and published social media ads, Researched and assisted in development of campaign policy platform. Created demographics strategy advanced marketing plans. Designed branded graphics for print campaign.

### FOUNDER/ CEO

2015 - PRESENT KPOPSEOULSHOP

Managing all areas of business. Developing equity and inclusion outreach strategy. Designing, editing and publishing high quality merchandise. Collaborating with various organizations and social media influencers in the development of digital marketing strategy and planning live events..

### SOCIAL MEDIA SPECIALIST

2019 - PRESENT BETHESDA BLUES &  
JAZZ

Designing, editing and publishing high quality social media ads for live events. Working with various management teams in the development of digital marketing content. Analyzing demographic data and increasing marketing ROI. Optimizing organic reach and social media presence.

### MARKETING CONSULTANT

2018 -2020 CHD ENTERTAINMENT

Created and implemented marketing strategies. Undertook short term or long term projects to address gaps in productivity. Restructured branding and demographic communication strategies. Coordinated logistical strategies with international clients. and teams.

## Awards

2017 Volunteer Award - Baltimore, Maryland

Social Media



@CynthiaAdinig

## About Me

I am a 36 year old, marketing specialist and equity policy advisor, turned Long Covid Advocate from Northern Virginia. Slowly recovering from a March 2020 mild COVID-19 infection that led to severe disability and life threatening illnesses. Due to my uniquely severe Long Covid symptoms, I have had to seek care at local emergency rooms over 30 times,. I have been admitted to multiple hospitals for post covid severe illness.

In September 2020, after being threatened with arrest by Emergency Room hospital while seeking medical help during an episode of dangerously low oxygen and high heart rate, I decided to become a medical equity advisor and long covid advocate so that marginalized communities could receive proper care in the future. I worked alongside Long Covid Alliance to guide legislative language for the Covid Long Haulers Act and spoke at the press conference alongside the bill's sponsors.

I was featured in TIME magazine alongside other well known me/cfs advocates; Wilhelmina Jenkins, Ashanti Daniel, and long covid advocate Chimère Smith. I have also been featured in a profile of my Long Covid journey in the Washington Post and on Newsy, along with being featured on Long Covid Advocacy spaces such as MakeGoodTogether. In those interviews, I discuss the overt and implicit bias I have faced as a Black woman seeking life-saving healthcare for Long Covid.

I also speak about my experience trying to balance being chronically ill as I raise my 6 year old son Aiden Adinig, who is a Mensa Member. I have been featured alongside him in major media platforms such as DailyMail, Msn.com and 60 second Docs since the age of 3 years old. He is internationally known as a prodigy in multiple areas and I continue to homeschool him even as Long Covid continues to render me homebound.

I have recently been a part of Long Covid and ME/CFS projects, including planning and speaking at an extremely successful panel with Massachusetts Department of Public Health, and the 2021 IACFS/ME Virtual Conference. I also am a co leader of the first BIPOC Long Covid x ME/CFS support group. I am well known in the long covid community for working to intervene in real time to help steer long haulers to proper care. I specialize in getting care in the Emergency Room. I have recently written a digital Emergency Room Guide for longhaulers of color, to increase their access to care.

Before my journey as a long hauler disrupted my ability to work, I had the great fortune to work on some truly inspiring projects, while meeting many influential along the way. I believe in working together for the good of humanity. The graphic design company that I cofounded, WebStyleGurus, has worked with celebrity and high end companies, with its focus being on mostly minority owned and operated non profit organizations and events. Since its inception 6 years ago, my kpop clothing company that I founded, KPOPSEOULSHOP has been a leader in diversity and inclusion. A portion of the proceeds go to raising awareness of mental illness and helping to end hunger.

For the past 8 years I have been a volunteer at EPW Breast Cancer Foundation, a Maryland based charity that provides mammograms and other services to low income, minority women in the community. For the past 4 years I have worked on political campaigns with minority candidates. I have also worked as a volunteer at Councilwoman Rita R. Church Foundation for the past 4 years, fundraising for the Rita R Church Community Center and bringing awareness to its services in an underserved Baltimore community. Through those efforts I received a community service award in 2017.