

SUMMARY

I manage an industry-leading organic social media experience at a Fortune 1000 b2b2c financial services company. A creative strategist, video and photo pro, writer and designer with 10+ years of experience building audiences through digital storytelling. Passionate about telling stories that matter.

EXPERIENCE

National Life Group

Senior Digital Content Producer

July 2022 – Present

- I continue our industry-leading growth as manager of organic social media at National Life Group
- Engagement-to-follower ratio (FB + IG) over 100x the average of our competitors
- Continued growth in organic engagement on IG (+50%), FB (+20%), and LI (+27%)
- Delivering over 5.5 million organic impressions per year

Marketing Specialist (Social Media Manager & Content Creator)

July 2021 – July 2022

- Tripled organic engagement on Instagram (+207%) and Facebook (+189%)
- 300% increase in Instagram shares, 76% increase in Facebook shares and comments
- 970% increase in Instagram organic reach, 19% increase in Facebook organic reach
- Engagement-to-reach ratio 31x (Facebook) the industry average
- Recognized as top performing social media experience in the life insurance industry by FMI
- Video editing, copywriting, design, and social media management
- Spearheaded process to define and implement organic social media strategy and KPIs
- Focused on building brand awareness/affinity, increasing customer trust and activating B2B audiences
- Created, managed and iterated on TikTok, FB, IG and LinkedIn paid social ad campaigns

Marketing Specialist (Video Producer)

August 2016 – July 2021

- Pre-production, on-location and remote production, and post-production for a diverse array of videos
- Storyboarding, shot lists, and scripting for videos; subtitles, transcription, and translation of video assets
- Coached on-camera talent and executives to deliver top-tier performances regardless of experience
- Designed motion graphics elements for brand package, art and motion design for animated videos

Mountain Lake PBS

Field Producer & Multimedia Creative Specialist

October 2015 – August 2016

- Produced and edited video for television and web, developed branded motion graphics packages
- Brainstormed & helped develop monetizable video assets for web and social media
- Volunteered for strategic planning team; contributed to revamped organization vision and goals

Videographer/Editor, Level II

June 2013 – October 2015

- Cinematography, editing, motion graphics and sound design for award-winning video content
- Supervised post-production for 13-part television series; provided guidance to additional editors

Magic Lantern Pictures / Exodus Cry

Director of Photography

July 2012 – May 2013

- Supervised aerial, timelapse, undercover and conventional cinematography for Netflix documentary
- Managed a 4-person camera crew; developed consistent visual style and imaging workflow
- Video editing in Adobe Premiere Pro, color grading in DaVinci Resolve, motion design in After Effects

Upward Church

Media Director

May 2011 – June 2012

- Led rebrand and marketing campaigns including web, graphic, video, and product design components
- Multimedia engineer for weekly live events; live and studio music recording and production

EDUCATION

Regent University, Virginia Beach, VA

Bachelor of Arts in Cinema–Television, 2011

SKILLS

Video Production, Part 107 Drone License, DJI Drones, Canon Cinema EOS Cameras, Sony Alpha Cameras, Sony Cinema Line Cameras, **Video Editing**, Apple Final Cut Pro, Motion, Logic Pro, DaVinci Resolve, Adobe Premiere Pro, After Effects, Audition, **Graphic Design**, Adobe Photoshop, Illustrator, Lightroom, **Project Management**, Adobe Workfront, **Social Media Management & Strategy**, Sprout Social, Meta Business Manager, Hearsay Social, Hootsuite Talkwalker, Facebook, LinkedIn, Instagram, TikTok, **Digital Marketing**, WordPress, Mailchimp, HTML, CSS, just enough JavaScript to be dangerous