

## SUMMARY

I manage an industry-leading organic social media experience at a Fortune 1000 B2B2C 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

- Continuing our industry-leading growth as manager of organic social media at National Life Group
- Management of social media calendar, content ideation, and content creation
- Engagement rate 14x our core competitors, driving over 6 million organic impressions per year
- Continued growth in organic engagement on Instagram (+139%), Facebook (+40%), and LinkedIn (+40%)

### 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 video assets for broadcast, 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**

**Social Media Management & Strategy**, Sprout Social, Meta Business Manager, Hearsay Social, Hootsuite Talkwalker, Facebook, LinkedIn, Instagram, TikTok, **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, **Digital Marketing**, WordPress, Mailchimp, HTML, CSS, just enough JavaScript to be dangerous, **Microsoft Office**, Word, Excel, PowerPoint, Teams