**REID PAGAC**

5151 McGlynn Unions, Philadelphia, PA +1 (555) 668 0530

### WORK EXPERIENCE

**DIGITAL CONTENT CREATOR & PROJECT MANAGER**

05/2017 - PRESENT

*Dallas, TX*

* Goes out and just gets it done. Doesn’t need a lot of hand holding or guidance to create create create
* Develop snackable visual content, GIF’s, memes, animated artwork, short-form videos and dynamic media assets
* Analyze KPI’s to ensure the success of each channel content strategy across multiple campaigns
* Lead innovation and build AG content capabilities. Recommend and develop new kinds of content for AG experimentation. Measure performance of and engagement with different types of content to guide future work
* Collaborate with the social/community manager to create and publish content every day
* Equivalent work experience preferably at a digital consumer brand
* Proficient in Photoshop, Premiere, FinalCut Pro, Word, Excel, Power Point, etc
* Understands the importance of brand identity and standards

**CONTENT CREATOR**

02/2015 - 03/2017

*San Francisco, CA*

* Edit and proofread written pieces before publication
* Conduct keyword research and use SEO guidelines to optimize content
* Promote content on social networks and monitor engagement (e.g. comments and shares)
* Identify customers’ needs and recommend new topics
* Coordinate with marketing and design teams to illustrate articles
* Work with marketing operations team to measure web traffic to content (e.g. conversion and bounce rates), as well as leverage data to determine overall effectiveness of created content
* Update our websites as needed

**CONTENT CREATOR INTERN**

08/2012 - 01/2015

*San Francisco, CA*

* Goes out and gets it done. Doesn’t need hand holding, but enjoys collaborating
* Work within an established design framework as well as comfort in challenging it
* Ideate and execute content from start to finish on a daily basis
* Work with social media platform experts to ensure work is on-brand, on-strategy, and within legal limitations
* Research industry-related topics
* Prepare well-structured drafts using digital publishing platforms
* Create and distribute marketing copy about our company and products
* Interview industry professionals and incorporate their views in blog posts, articles, etc

**EDUCATION**

**UNIVERSITY OF WISCONSIN - FOND DU LAC**

2007 - 2012

*Bachelor's Degree in Communications*

**PROFESSIONAL SKILLS**

* Expert networking and interpersonal skills including strong consultative and persuasive skills to work with internal constituents
* Demonstrated project management skills; experience using online project management tools for assignments and team communication
* Exhibit strong journalism skills in editing, writing and choosing content for our sites
* Video editing skills and experience using Final Cut Pro and Adobe Premiere
* Strong writing skills, with an emphasis on casual and confident storytelling delivery
* Established skills photographing with DSLR’s and lighting indoors and out as well as working knowledge of filming with DSLR’s
* Expert writing, editing and proofreading skills as evidenced by clips or portfolio of past professional work