

AUSTIN ZELI

CONTENT MARKETING SPECIALIST

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PERSONAL STATEMENT

Experienced content marketer/video production artist seeking to continue utilizing my marketing expertise. Specializes in video production and editing, selling business packages to consumers, & marketing campaign management.

TECHICAL SKILLS

- SEO tools
- Video Editing
- Google Adwords
- Facebook Ads
- Premiere Pro
- Photoshop
- Lightroom Canva
- Hubspot/Salesforce CRM
- Wordpress CMS
- IFTTT/Zapier automation
- MailChimp newsletters
- FAA commercial drone pilot in training

CAREER ACHIEVEMENTS

- Hired by Tampa and Clearwater Mayors for event & charity video promotional content creation

RELEVANT COURSE WORK

- Google Analytics for Beginners Cert
- College consumer psychology classes
- Taken various classes with MIT OpenCourseWare

EMPLOYMENT BACKGROUND

NIMA FILM VIDEO PRODUCTION

Videographer & Marketing/Sales | Dec 2018 - Present

- Lead videographer/editor in charge of selling & producing video packages
- Displays excellent customer service when interacting
- Acquired over 100 clients to market and book photography/video packages
- Spokesperson for commercials in local media
- Manages social media campaigns and accounts
- Pitches to and collaborates with local social media influencers to increase engagement with our products

CAMERA CONQUERORS WEDDING PHOTOGRAPHY

Business Owner | Dec 2016 - Present

<https://CameraConquerors.com>

- Shot 200 video and photo shoots for wedding and corporate clients.
- Interacted with 50 clients, received 30 favorable reviews and comments for my services.
- Create promotional material to sell a variety of photography packages
- Host events and workshops to improve customer interaction
- Creates media graphics including corporate logos and GIFs