

Christopher Madrid-Mighell

Social Media Marketing & Content Creation

CHRISTOPHERRR.COM

PROFILE

I'm a multi-talented marketer with expertise in areas such as videography, photography, graphic design, and social media marketing. Along with my experience in marketing and public relations, my primary objective is to help businesses and individuals alike in spreading brand awareness through creative content creation across various digital media platforms.

EXPERIENCE

Marketing and Editor, Embers Fireplace/Embers Golf — 2021-2024

- Manage and create engaging content for multiple brands, overseeing multiple social media channels such as YouTube, TikTok, Facebook, and Instagram for each brand.
- Collaborate closely with the owner and sales team to develop marketing strategies aimed at maximizing profits, particularly for seasonal products.
- Oversee digital marketing efforts, which contribute to over 50% of the business income.
- Achieved a significant milestone of gaining over 150,000 followers in two years, directly impacting sales. Multiple posts have gone viral.
- Develop and schedule content for daily posts and long-format videos multiple times per week.
- Track and analyze data, providing insights to the owner and sales team.
- Coordinate with brand partners to utilize and organize marketing materials for team-wide use.
- Utilized Meta Business Suite to create and manage targeted advertising campaigns for Instagram and Facebook, driving audience engagement and brand visibility.
- Developed and maintained a content calendar to strategically plan and schedule posts, ensuring consistent and timely delivery of high-quality content.

Videographer, Complete Weddings + Events — 2019-2023

- Capture key moments of couples' special day to create cinematic wedding video.
- Collaborate with Complete to comprehend their vision and preferences.
- Employ multi-camera setup to ensure comprehensive coverage.
- Accurately capture audio for engaging video production.
- Produce short marketing material for company website and social media.
- Collaborate with photographers and DJ's on event days.

Print Associate, EcoEnclose — 2020-2021

- Recreated company logos and designs for mass printing on various materials like bags, boxes, stickers, and wrapping paper.
- Utilized Adobe Illustrator to customize printing options and utilities.
- Collaborated with clients to fix logos and select accurate colors for printing.
- Converted logos into vectors for precise printing on different media types.
- Created die-cut lines for print team to cut materials to proper size.
- Worked closely with print team to ensure quality and assist in mass printing process from design to delivery.

Technical Director & Manager, Acentric Video Productions — 2016-2019

- Specialized in multi-camera switch board production for diverse events like dance competitions, rodeos, and corporate functions.
- Managed videographers and photographers during events to ensure comprehensive content capture and on site sales.
- Proficient in collecting and organizing extensive data for marketing purposes and potential sales.
- Collaborated with editors to produce hype reels for event premieres.
- Led teams of videographers, photographers, and sales professionals for nationwide event coverage.
- Managed team schedules, including travel arrangements and accommodations, for seamless event execution.

EDUCATION

Metropolitan State University of Denver — Art / Digital Media - 2016

SKILLS

Video Editor, Videography, Photography, Graphic Design, Motion graphics, Digital Media, Social Media Marketing, Adobe Creative Suite, Premiere Pro, Video Production, Marketing, Pre-production, Post-production, Media Manager, Branding, Mass communication, Sales leads, Youtube, Tiktok, Social Media Manager, Marketing, Producer, A/V, Analytics, Data, Content Creation