

Alex Burnett

Contact

Address

Tampa, Florida 33569

Phone

813-480-3701

E-mail

theambientangler@gmail.com

WWW

alexburnett.com

Skills

- Content Management
- Omnichannel Content Production
- Project Management/Team Oversight
- Funnel Creation and Implementation
- Graphic/Motion Design
- Production Management
- Visual storytelling
- Strategy Development

Software

Adobe Creative Suite



DaVinci Resolve



Hubspot



Microsoft Office



Jira



Experienced content, production, and media marketing leader with a strong track record in overseeing the design, production, and implementation of digital marketing assets. Highly skilled in project and time management, ensuring efficient and effective execution of campaigns. A data-driven and adaptable professional, known for resilience in the face of challenges. Experience in omnichannel digital campaign planning and implementation, consistently delivering successful results. Proven ability to develop targeted and broad online strategies to promote diverse product lines and establish valuable relationships with key strategic partners. Recognized as an analytical problem-solver with an understanding of KPI tracking.

Work History

2013-05 -

Freelance Digital Marketer

Current

Freelance, Tampa, FL

- Film, edit, and manage omnichannel fly tying/fishing account with both short and long-form content that has garnered over 250,000 followers/subs in 6 months organically on Instagram (@_shetiesflies_), YouTube, and TikTok (@shetiesflies).
- Filmed and edited podcasts, corporate functions, and live performances.
- Enhanced client satisfaction by delivering high-quality video content tailored to their specific needs and preferences.
- Analyzed website performance using Google Analytics and other tools to identify areas requiring optimization efforts.
- Improved landing page performance with data-driven design adjustments, resulting in higher conversion rates.
- Negotiated contracts with clients, ensuring clear communication of project scope, timelines, and deliverables for successful outcomes.
- Increased customer acquisition and ROI through continuous optimization, testing and experimenting with ad creative work, bid strategies, audience targeting and placements.
- Delivered impactful storytelling through skillful editing techniques that seamlessly blended visuals, audio elements, and narrative components into cohesive video presentations.

2022-05 -

Video Marketing Specialist

2023-07

RAD Diversified

- Managed a team of four responsible for creating engaging videos for advertising, organic social media, and internal use.
- Increased sales and conversions using video Ads.
- Produced pre-recorded podcasts that were utilized for automation, digital ads and organic posts, enhancing brand visibility and engagement.
- Established a scalable approach to handling filming and production of live events streamed through platforms like Zoom,

Facebook, Youtube and Wistia.

- Improved overall effectiveness of video marketing strategies with data-driven insights from performance metrics analysis.
- Managed compliance risk (SEC) associated with Ads.

2018-01 -
2022-06

Video Production Manager

Ensurem

- Managed a team that produced ads, educational and internal videos; These videos served both as ads and organic social posts and in automation workflows.
- Setup video funnel automation workflows in Hubspot using Wistia.
- Designed content that conformed to accessibility standards to keep our senior audience engaged.
- Used Hubspot to gather data on KPI's such as watch time, drop off rate, and click through.

2013-05 -
2017-12

Social Media Marketing Manager

The Online Fisherman, Inc

- Produced weekly fishing report videos for each of our seven regions of Florida.
- Collaborated with team writer to develop scripts, coordinating voice-over talent, editing and producing the final videos.
- Actively engaged potential advertisers, highlighting the benefits of advertising with the company.
- Searched for viral fishing content to embed and direct traffic to on company website.

Education

2009-05 -
2013-05

Bachelor of Arts-Web Design And Interactive Media

The Art Institute of Tampa - Tampa, FL