

GRANT CRAVER

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Content & Brand Strategy | Multimedia Development | Social Media Marketing
Community Building | Customer Service | Leader & Self Starter

- 7+ years content creation experience, from ideation & development, to publishing all types of media for any platform including YouTube, Instagram, Twitter, Facebook, LinkedIn, & TikTok.
 - Deep understanding of marketing strategies, social media algorithms, and methods to grow brand awareness and share of voice.
 - Strategic planning & determining mediums for sharing content to target specific audiences.
 - Experience in operating and handling various video, audio, and production equipment.
 - Collaborative, organized self-starter with proficient verbal and online communication skills, who can both lead and serve as a trusted team member.
 - Experienced in Adobe Creative Suite, Microsoft Office Suite, Wordpress, Hubspot, ClickFunnels, SproutSocial, Agorapulse, Brandwatch, and Asana.
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Relevant Work Experience:

Anderson Advisors - Marketing Manager - (Nov 2021 - Present)

- Manage & report on the brand's online presence across web, email, and social media.
- Coordinate all content development efforts with brand influencers & company leaders.
- Create all branding assets across web, email, social, video, & graphic design.
- Design content marketing strategies, set short-term goals, analyze, & report metrics.
- Collaborate with design, content, and video agencies to produce high-quality content.
- Delegate tasks to marketing team, ensuring deadlines are met, helping team members wherever needed.
- Receive customer feedback and generate ideas to increase customer engagement.
- Undertake content marketing initiatives to achieve business targets.
- Improve and maintain editorial calendar, delivering engaging content on a regular basis.
- Ensure consistency and quality of content across platforms and campaigns.
- Share content through various channels, ensuring strong web presence.
- Edit, proofread, and optimize content considering SEO.

University of Colorado, Denver - Social Media Specialist - (Dec 2019 - Nov 2021)

- Manage the university's social media presence, assuring that it align with our brand strategy
- Collaborate with all types of community members like students, groups, staff & faculty, and leadership positions like the Chancellor.
- Create and publish daily content that both builds our brand identity, and encourages community members to take action.
- Keep up with emerging trends in social media and affiliated technologies, always looking for opportunities to execute additional strategies and evolve our current ones.
- Monitor all mentions, messaging, & external responses across our social media platforms, engaging with or responding when appropriate.
- Reporting the insights gained from social media to their appropriate stake holders.
- Establish social media benchmarks and KPIs, monitor progress and measurement of progression towards the brand's strategy & goals.
- Create, execute and monitor: organic & paid social campaigns, and content marketing strategies and tactics.

University of Colorado, Boulder - Media Production Coordinator - (Aug 2019 - Dec 2019)

- Consulting students on digital media projects, best practices, and teaching the photo & video equipment available to them.
- Modifying and problem-solving equipment to best fit production needs.
- Upkeep and care-taking of all production equipment owned by the college.
- Provide a comfortable, creative, and positive environment for students who need help developing and planning a project.

Sparta Media Group - Media Production Assistant - (May 2019 - Dec 2019)

- Assistant to the Broadcast Director, help the director oversee broadcast's execution.
- Broadcast technician in charge of live instant-replay during an event's broadcasting.
- Set-up and teardown of live-streamed events hosting hundreds of people.

Focus Corporation - Sales Manager & Social Media Coordinator - (July 2015 - May 2019)

- Strategic communications through Instagram, Facebook, and Email, interacting with customers, promoting the brand through the online Boulder, Colorado community.
- Created marketing and event promotions to increase online awareness and foot traffic around the company (Facebook Ads, posters, and various forms of physical marketing).
- Built and maintained relationships with CEO and other corporate leaders through weekly meetings to summarize previous week's sales, and develop strategies for improvement.
- Developed projections for the company based off of sales patterns & customer tendencies.
- Hiring and training a full staff, evaluating employees, and overseeing a team of 20 people.
- Worked with the corporation, managerial team, and staff in order to ensure a safe, productive, and enjoyable work environment for everyone

Educational History:

Bachelors Degree - Media Production

University of Colorado, Boulder, CO
College of Media, Communication, and Information

Minor - Leadership Studies

University of Colorado, Boulder, CO
School of Education

Content Areas of Expertise:

- Social Media
- Brand Influencer Relations
- Short-form Video
- Vlogs and Daily Recap Videos
- Live Event Production & Streaming
- Short Animation
- Podcast production
- Music and Sound Production
- Interviews (preparation and production)

Proficient in:

- Adobe Creative Suite
- Wordpress, Clickfunnels, Hubspot
- SproutSocial, Hootsuite, & Buffer
- Canva.com, ReStream.com, Storrito.io, Copy.io,
- Microsoft Office Suite & Google Suite
- Digital Audio Software (Logic Pro, Ableton Live, Cubase Pro, Reason)

Other Skills and Activities:

- Keeping up with viral & emerging trends online
- Drone Photography & Videography
- Photography, Podcasting, & Video Production
- Skiing, Biking, Traveling, & Hiking with my dogs Goose & Layla!