**B R A D E N W A L K E R**

(703) 303-7237 || abradenwalker@gmail.com || <bradenwalker.co>

**EXPERIENCE:**

[**King Ice**](https://www.kingice.com/) Los Angeles, CA

*Videographer* March 2019 – Present

·   DP for Royal Conversations & Inspired By Culture YouTube series'

·   Film music videos, vlogs, and interviews with up-and-coming and established artists and media personalities

·   Shoot B-roll and BTS photography & videography

·   Collaborate with hip hop artists, influencers, journalists, and other artists to create content for King Ice YouTube Channel

[**Heaven**](http://getheaven.com/)Los Angeles, CA

*Director of Social Media & Content Creation* June 2019 – October 2019

·   Developed growth strategies formulated to gain brand awareness and following in hyperlocal area

·   Collaborated with “Tastemakers” (influencers) and other brands/partners to create all content for @get\_heaven Instagram

·   Drove traffic to events and initiatives set forth by CEO and customer acquisitions team

·   Kept Instagram story active around the clock – always had at least 10 story posts per day

·   Photographed events and had edited photos to send to brand partners the night of

·   Facilitated relationships with potential tastemakers and brand partners via Instagram

**Confidential** Washington, D.C. & Los Angeles, CA

*Co-Founder* November 2017 – September 2019

·   Designed streetwear and skateboarding apparel

·   Developed concepts for video content (skate clips, vlogs, talk show, misc.)

·   Created and edited photo, video, and written content for social accounts and website

·   Researched and implemented social marketing strategies for account growth and sale of streetwear apparel

·   Managed and developed website for optimization and aesthetic appeal

·   Conducted YouTube Search Engine Optimization

·   Collaborated with social media influencers, personas, and other niche brands to spread brand awareness

[**Big Outdoor Opco, LLC**](http://www.bigoutdoor.com/)Los Angeles, CA

*Independent Contractor – Brand Development & Graphic Design* September 2018 – December 2018

·  Led full rebranding of company, including: logo, company documents and deck materials, imprints, etc.

·  Created custom test and remnant graphics for digital displays

·  Conducted intensive photo retouching of format approaches

·  Created mock-ups for experiential concepts and displays for pitches to clients and cities

·  Conceptualized and designed all elements of website

·  Worked directly with CEO to formulate unique content curation and creation strategies

·  Managed web designer and development team to complete website

·  Managed relationships with printing companies to finalize imprint and post bulletins within deadlines

·  Photographed formats for POPs

[**Weinberg Media LLC**](http://www.weinbergmediallc.com/)Washington D.C. & Los Angeles, CA

*Photographer/Videographer*September 2016 – November 2017

·   Produced behind the scenes content for @weinbergmedia Instagram account

·   Produced photo and video content for company and client social media accounts

*Director of Social Media*

·   Formulated social media strategies for Instagram and Facebook

·   Collaborated with CEO to push projects across platforms to gain maximum exposure and engagement with target audience

·   Worked with clients to develop their social media presence and creative direction to efficiently engage target market

·    Generated leads for potential clients through use of Instagram

·    Accumulated over 1,300 Instagram followers in target market in months of January & February 2017

·    Generated $5,500 in revenue in month of February 2017 via Instagram lead generation

**SIDE PROJECTS & OTHER EXPERIENCE:** Freelance Photographer & Videographer.Production Assistant.Writer – featured in

Palisades News and other online publications. Social Media Marketing Consultant. Podcast producer at Cocoon Malibu and previously

at TTR Studios and Confidential.

**CERTIFICATIONS:** Inbound,Content Marketing

**CLIENTS & COLLABORATIONS:** See website: <bradenwalker.co>

**EDUCATION:**

**The University of Arizona**Tucson, AZ

*Bachelor of Arts in Information Science & eSociety*December 2016

**Major:** Information Science & eSociety

**HONORS & INVOLVEMENT:** University of Arizona Academic Excellence Award, Pi Kappa Phi Fraternity – Finance Committee,

Ritual Committee