

William Elliot

Digital Marketing | Content Developer

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PROFILE

Skilled in multiple digital marketing tactics including content / story development, web management, email marketing, social media and video production. Fast learner with new software and technology. Drone photographer / cinematographer.

Team player skilled at working with clients to provide top quality service and support. Enjoy explaining high-tech solutions to diverse customers in customer support or account management roles.

Bilingual English-French. International work experience in Europe and Middle East.

EXPERTISE

- Digital Marketing
- Content Development
- Social Media
- Video Production
- Sales

TECHNICAL SKILLS

Adobe Creative Cloud Cameras

- Premier Pro
- Illustrator
- Photoshop
- Canon 5D Mark III
- Sony a7S III & Lumix S5II
- Inspire & Phantom Drones

Office Software Sound Production

- G Suite
- MS Office
- Google Analytics
- WordPress
- Yamaha Q11 & Q15
- Reason 10
- Ableton Live

EDUCATION

San Francisco State University
BA Broadcasting and Electronic Communication Arts
2015 - 2019

PASSIONS



Aerial Photography



Climbing



Overlanding



Kayaking

WORK EXPERIENCE

Consulting

MEDIA PRODUCTION | IT-SUPPORT
2017-Current

Services:

Content Development
Advertising & Marketing
Video, Photo & Audio
Production
Aerial Film & Photo
IT Services
Account Management

Clients:

HOMER Energy
UNICEF
UN Women
Bee Media
Plant B TV
Bamyam Media
CIB(Commercial int. Bank)

Employment

Quest & Portal by Meta, Inc -

BRAND INFLUENCER / 2016-2017 / 2020 - January 2023

- Sold record quantities of units in excess of 6k per shift.
- Implemented a seamless introduction to VR through close collaboration with developers.
- Introduced VR to 1000+ customers.
- Shaped global retail strategy with critical frontline feedback.
- Contributed to Oculus social media platforms and helped define social media objectives.

Timeline, Inc - A MOBILE NEWS & HISTORY APP

EDITORIAL TEAM / 2014-2016

- Guided editorial strategy by collecting metrics data and conducting in-depth analysis.
- Contributed unique content ideas during pitch meetings.
- Developed company vision & philosophy with CEO and EIC.
- Managed remote data entry team.
- Collaborated with social team and shaped company voice.

Stonehouse Olive Oil - SPECIALTY OLIVE OIL

SALES | DIGITAL MARKETING / 2013-2014

- Optimized social and digital marketing via Facebook and Mailchimp.
- Trained employees in using POS system, e-commerce platform and computer network.
- Worked with web developers via bug tracking platforms like JIRA to make usability improvements.
- Maintained POS & computing systems, conducted technical troubleshooting and overhauled inventory management.

Speaking-Agency - FOREIGN LANGUAGE STARTUP

CONSULTANT | ENGLISH TEACHER / 2010-2012

- Developed curriculum with senior management.
- Refined training process & trained staff.
- Taught groups of up to 5 children.
- Conducted curriculum testing & analysis.