



Alexander Vassiliadis, Content Strategist

Experienced and driven Content Marketing Strategist with six years of experience creating compelling content across multiple media platforms.

Washington, D.C., United States
(312) 375-9046 alexanderivassiliadis@gmail.com

[LinkedIn](#)

[Portfolio](#)

Employment History

Creative Consultant (Founder) at AV Media, Washington, D.C.

April 2021 — Present

Deliver content production solutions for nonprofit, government, and tech clients including Markham Group, Apple, DevColor, International Rescue Committee, Los Angeles County, and others

Content and Marketing Manager at ACRONYM, Washington, D.C.

February 2020 — March 2021

Led production of organic video for PACRONYM social in coordination with Social Media Manager to grow Twitter audience by 172% & Facebook audience by 400% over 5 months

Leveraged short form, vertical video to produce bite-sized viral videos growing Instagram audience by over 600% in 3 months

Social Consultant at Michelle Obama's Reach Higher, Washington, D.C.

March 2020 — July 2020

Executed social strategy & promotional content for Reach Higher's partnership with YouTube for "Dear Class of 2020" garnering over 8.7M views and 665,000 peak concurrent viewers

Led on-boarding and mentoring of junior digital staff; specifically helping them understand brand identity and content strategy

Assistant Director at Civic Nation, Washington, D.C.

October 2017 — February 2020

Managed content strategy and social media initiatives for several brands under the Civic Nation umbrella including United State of Women, It's On Us, New Politics, Reach Higher, When We All Vote

Project managed and produced training & social videos for Michelle Obama's When We All Vote garnering over 1M online views

Education

BS in Media Studies, University of Illinois at Urbana-Champaign

May 2017

Skills

Content Management

Content Strategy

Video Production

Adobe Creative Suite

Photography and Graphic Design

Audio Production

Courses

Ethereum: Building Blockchain Decentralized Apps (DApps) at LinkedIn Learning

March 2022