

# Guy Ben-Yishai

Content Creator • New York, NY • hello@guy.by • guy.by

## SUMMARY

Social Media Content Creator with 9+ years of experience in content creation and video editing. Skilled in crafting compelling narratives, promoting brands, and driving engagement across various platforms. Proven ability to infuse humor and originality into projects while staying ahead of industry trends. Collaborative and open to feedback, with a passion for continuous growth. Seeking opportunities to leverage skills in content creation and video editing to deliver impactful results.

## EXPERIENCE

### Content Creator, Instagram

December 2018 - Present

- 600+ original memes and videos made attracting 350,000 followers with a 15-20% engagement rate on @realstiffy
- Currently reaching 10M+ accounts per month, employing VFX techniques such as masking and compositing to create engaging comedic content for a variety of audiences
- Beta Reels tester of new Bonuses monetization program, earning nearly \$30k across a 10-month span by meeting program view benchmarks

### Content Marketing Consultant, PinataFarms

November 2020 - February 2021

- Responsible for creating high quality comedy videos to promote the PinataFarms platform in conjunction with PinataFarms' video creating platform and Adobe After Effects
- Communicated current internet trends and how to best capitalize on them, deconstructing internet culture and video editing terms in order to effectively discuss marketing with CEO and Engineers of the company
- Created 8 PinataFarms related videos across the span of a few months, generating 1.5 million views and bringing traction to the PinataFarms app

## PROJECTS & COLLABORATIONS

### Various Video Commissions, Create Music Group

2020-2022

- Involved in several meme video campaigns for current established and upcoming music artists such as Jasiah, DaBaby, 6ix9ine and DC the Don, creating relevant memes that promoted their music by placing emphasis on the hooks of each song
- Produced 10+ million combined views, drawing traction to respective artists and their music

### Community Discord Bot

July 2021

- Built a customized Discord bot for a 3500+ member Discord server that sends personalized messages to members upon joining, welcoming them and informing them of server rules
- Researched node.js documentation to properly implement discord API calls using javascript
- Utilized an Amazon AWS EC2 instance to host the discord bot on a RedHat Enterprise Linux machine, using PM2 to ensure the bot is active 24/7

### Adobe After Effects Framerate Script

February 2021

- Developed proficiency in writing scripts that directly affect properties in After Effects with ExtendScript
- Researched ScriptUI & After Effects JavaScript documentation to successfully integrate scripts with the After Effects interface
- Created a script that changes all selected video compositions to a framerate specified by the user

## SKILLS

**Languages:** Python, C/C++, Javascript, HTML/CSS

**Software/OS:** After Effects, Premiere Pro, Photoshop, Kali Linux, Cinema4D, Blender, Extendscript Toolkit

## EDUCATION

August 2019 - May 2023

**Binghamton University**, B.S. in Computer Science

*Vestal, NY*

**Cumulative GPA:** 3.65