60 Second Docs is a multi-platform short form documentary series that provides a fresh look into the most unique characters, expressions, and practices around the world. As the Marketing Coordinator, I heavily contributed to brand and social voice development. I crafted and deployed creative assets for 3 new and 3 re-released episodes per week on all social media platforms (links listed below). I specifically led a new Twitter monetization plan that increased advertisement revenue. I launched two giveaway campaigns that boosted email subscribers up 12%. Additionally, I successfully pitched optimized research-based marketing strategies for re-designing the 60 Second Docs YouTube channel.

Trailer: <https://www.youtube.com/watch?v=SjIlYK5BBlI>

**Skills:** Creative media strategy, social media marketing and design using Adobe Suite, raw data organization and analysis, audience engagement strategy

Facebook: <https://www.facebook.com/60SecDocs/>

Instagram:<https://www.instagram.com/60Secdocs/>

Twitter: <https://twitter.com/60SecDocs>

Snapchat: <https://www.snapchat.com/discover/60-Second-Docs/1248951433>

YouTube: <https://www.youtube.com/60SecondDocs>

TikTok: <https://www.tiktok.com/@60secdocs>