

EZRIE MYERS

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PROFESSIONAL

Art Director

Los Angeles, CA

Bleu Clothing

May 2019 – Present

- Design weekly ads to drive web traffic through Facebook, Instagram, and Google. Improved link clicks by 87% in first week and continue to drive growth
- Run all aspects of photo and video shoots for website and lifestyle marketing content, including photography, location and model scouting, and styling
- Editing photos and videos through Lightroom, Photoshop and, Premiere Pro
- Generate creative content aligned with brand strategy to expand and connect market
- Develop weekly creative promotional emails for subscribed database
- Manage social media accounts through growth hacking, trending hashtags, and creative posts that target audience
- Oversee website merchandising and copy
- Generate biweekly blog promoting new products and promotions
- Manage outsourced SEO team; Supplying team with metadata, generated tags, and targeted demographics. Using data and analytic tools to draw conclusions and make strategic optimizations

Freelance Marketing Consultant

Los Angeles, CA

August 2016 - Present

- *5 East*: Designed and built new demographically targeted website increasing applicants by 30% with continued increase of 5% quarterly. Managed social media and designed promotional content
- *Baltimore Pain*: Designed and built informative website. Implemented actions to foster client/doctor communications
- *Greengate Management*: Rebranded and created website resulting in increased investors and clients
- *Afrah Financial*: Rebuilt website and managed SEO
- *Svan Unlimited*: Consulted on branding and social media to launch new company
- *Nut Market CA*: Managed social media, designed promotional content. Ran marketing campaigns to help build brand awareness and sell products
- *Pavemint*: Built brand awareness and promoted launch of Pavemint app

Marketing Intern

Los Angeles, CA

Suzanne's Special Events

January 2017- July 2017

- Client List: LA Team Mentoring, ETC Gourmet, Sarcoidosis Network, Hyde Bellagio LV, The Midnight Mission
- Managed social media accounts through growth hacking, trending hashtags, and creative posts to target audience generating 10,000+ Instagram followers
- Designed promotional content generating awareness for events
- Contributing to fundraisers fostering relationships between donors and non-profits

EDUCATION

Santa Monica College

Marketing and PR with an emphasis on digital media marketing

CERTIFICATION

Hootsuite Academy of Social Marketing Certification

SKILLS

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|-------------------|-------------------|------------------------|--------------------------|---------------|
| • Leadership | • Microsoft Suite | • Slack | • Social Media Ad Buys | • WiX |
| • Team Work | • G-Suite | • Adobe Creative Cloud | • Social Media Analytics | • Shopify |
| • Time Management | • Google Ads | • Avid Media Composer | • Hootsuite | • WordPress |
| • Problem-Solving | • SEO | • Pro Tools | • Buffer | • BigCommerce |
| • Communication | • Sniply | • MailChimp | • Photography | |