

# THOMAS METEVIA

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## PROFESSIONAL SUMMARY

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Digital content producer with 6+ years of experience creating, implementing and editing digital content for company websites and social media platforms. Constantly focused on creating new and innovative ways to engage audiences through digital media.

## WORK HISTORY

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### **Crew Lead/Social Media Manager**, 11/2021 - Current

Vineyard Vines, Orlando, FL

- Trained employees in time management and proper ways to complete job duties.
- Communicated effectively with upper management, team members and customers to keep everyone informed.
- Increased customer engagement through social media.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.

### **Freelance Content Creator**, 03/2021 - Current

Self Employed, Clermont, FL

- Produced original, creative content for Wild Florida, Give Kids The World Village, Grow FL and Buttercrust Pizza.
- Filmed and edited testimonial videos, TikToks, IGTV and Reels to help promote events and share company updates.
- Utilized new editing techniques and trends to help tell compelling stories and engage the audience.
- Wrote content and uploaded it to company's content management system.

### **Social Media Specialist**, 03/2021 - 04/2021

Give Kids The World Village, Kissimmee, FL

- Conceptualized new marketing tactics resulting in 125% increase in traffic on Facebook.
- Successfully created and produced highly engaging videos that increased brand awareness.
- Contributed to brand community by responding and engaging with

 Clermont, FL 34711

 (989) 245-1372

 thomasmetevia@gmail.com

## LINKS

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- [www.thomasmetevia.com](http://www.thomasmetevia.com)
- [www.linkedin.com/in/tommetevia](https://www.linkedin.com/in/tommetevia)

## SKILLS

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Digital Publishing | Adobe Premiere Pro | Adobe Audition | Adobe Photoshop | Adobe After Effects | Adobe Media Encoder | Video Production | Video Editing | Social Media Strategy | Social Media Marketing | Social Media Management | Digital Photography | WordPress knowledge | Creative Writing | Copywriting | Communication | Microsoft Office | Collaboration | Customer service

## SOCIAL MEDIA

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TikTok: @tommetevia

Instagram: @tommetevia

Twitter: @thomasmetevia

Facebook: @tommetevia

## EDUCATION

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### **Associate of Arts, Electronic Media**

Delta College - Bay City, MI

### **Advanced Certificate, Digital Film**

Delta College - Bay City, MI

### **Bachelor of Arts, Communications**

Saginaw Valley State University - Bay City, MI

users to strengthen relationship.

- Leveraged inclusion of other team members to help create timeless, high engaging content.
- Executed show-ready testimonials for various social channels under short deadlines.
- Prepared social media posts and videos with eye for viral content strategies.

**Digital Video Creator/Social Media Manager, 01/2019 - 03/2021**

Graham Media Group, Orlando, FL

- Consistently generated between 700-1K shares per story, resulting in ClickOrlando.com having its highest total user count since 2017, and more than 500K active shares in 5 months.
- Achieved highest share count for single story in 2019 at 474,754 shares and grossed the highest revenue for single story at \$35K, beating the previous traffic record on Clickorlando.com by almost 2M.
- Developed social media content, creating unique, "digital friendly" stories which have effectively increased followers by over 1,400 each month.
- Developed original content for blog posts and website articles.
- Created videos and managed YouTube channel to strengthen company reputation.

**Videographer, 08/2016 - 05/2018**

Sinclair Broadcast Group, Flint, MI

- Delivered multiple Emmy-worthy packages per night under short deadlines.
- Received Emmy nomination and Emmy Award for outstanding video production in 2018.
- Smoothly covered breaking news events, interpreting updates quickly to relay them in a compelling, relatable manner, with clean, clear copy.
- Consistently followed safety protocol while gathering needed content from various news scenes.