

# Colin Faulkner El

Colin is a digital media expert with 5+ years of experience in social media management, content creation, branding, creating strategy, implementing strategy, digital copywriting, optimizing social media strategies, and growing brands organically through social media community building.

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## EXPERIENCE

### HU\$H, STRANGE MUSIC INC - MUSICIAN AND PRODUCER — *Digital Media Specialist*

JAN 2023 - MAY 2023

- Managed multiple social media accounts: Facebook, Instagram, TikTok, X, and Youtube
- Worked with Record Label's Media and Marketing team to meet label deadlines for the artist promotions and social media posts
- Managed paid advertisements on Facebook Business Suite that gained over 200,000 impressions and over 20,000 views
- Increased video views, and streaming plays by over 100%
- Recorded behind-the-scenes footage, edited footage, took photos of the artist
- Traveled with HU\$H to live shows, video shoots, and meetings, arranged special events
- maintained professionalism and confidentiality, guidelines, and contracts
- Increased online presence through building online audiences, engaging with the audience, and building relationships with other artists, and followers

### Tru Rev MMA — *Videographer*

Jan 2023 - Present

- Manage the setup and breakdown of cameras and boom mics
- Filmed Fighters introductions, fights, and interviews from ringside

### Zero Universal — *Video Editor/ Graphic Design*

Aug 2022 - Present

- Managed post-production editing and processes - audio

## Softwares

Hootsuite, Slack, Google Suite, Facebook Business, Instagram Business, Microsoft 365, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Express, Canva, Square Pos, Square Teams

## Social Media

Twitter, Discord, Youtube, Instagram, Snapchat, Tiktok, Facebook, X

## Skills

- Communication
- Interpersonal and intrapersonal skills
- Building social media audiences organically
- Graphic design
- UI/UX design
- Customer service
- Public Relations
- Strong knowledge of social media and marketing
- Strong attention to detail
- Ability to think creatively and strategically, with the ability to create and execute campaigns

mixing engineering, color correction, using Adobe Photoshop and Premier Pro

- Utilized Adobe Photoshop to design video graphics
- Kept an up-to-date archive of video assets

### **Fairfield Food Collective — *Digital Media Specialist***

Aug 2022 - May 2023

- Managed multiple social media accounts: Facebook, Instagram, TikTok
- Developed social media strategy and materials
- Took product photos
- Created content for social media posts, reels, or video
- Designed multiple digital and physical assets such as menus, posters, advertisements (social media, newspapers, local publications), banners, and social media posts
- Public Relations
- Cross promoted brands
- Hosted live music events, benefit events, community events, and parties
- Analyzed content performance data to improve content strategy
- Booked artist for live music shows
- Increased online presence by over 100%
- Increased foot traffic into physical location by 30%
- Increased Sales by 15%
- Increased followers by over 100% organically
- Increased community engagement by over 200% organically

### **Facility Redemption Maintenance, Chicago, Il — *Graphic & Web Designer***

May 2021- August 2021

- Consulted with the client on the best course of action for designing a website and design process
- SEO
- Wrote and edited website copy, website photographs
- redesigned logo.

### **Amrita Aromatherapy, Fairfield, IA — *Marketing Associate***

March 2020 - April 2020

- Managed Twitter, Facebook, Pinterest, and Instagram accounts.
- Curated content and graphics for all of our channels
- Wrote and edited all digital media copy for social media channels

- Increased social media engagement and response time by actively engaging with customers and answering customer inquiries.
- Worked alongside influencers for our influencer marketing program.
- Reported weekly on KPIs and performance of our social media accounts and optimized strategy accordingly
- Optimized our social media strategy to increase sales by 5%, increased website clicks by 50%, increased followers by 35%, and engagements by over 100%.
- Wrote and edited Public Relations statements. Conducted research on marketing trends to optimize our social media efforts better.

### **Maharishi University of Management, Fairfield, IA - Animations Specialist and Content Editor**

March 2020 - October 2020

- Participated in weekly meetings with the Distant Education Team Lead and class instructor on how to design the online coursework
- Designed and edited coursework
- Created assets for courses and university usage
- Followed all university procedures to ensure all coursework and assets were handled professionally

### **Maharishi University of Management, Career Services Department, Fairfield, IA— *Graphic Designer***

2019 - 2020

- Designed social media and promotional graphics
- Took photos for special events, promotional material, and advertisements

### **The Maharishi University of Management, Changemakers Club, David Lynch Foundation, Fairfield, IA— *Graphic Designer***

2019 - 2020

- Led design meetings to discuss layouts, typography, and creative flow for physical and digital posters for live events
- Designed posters, banners, and graphics for social media and physical prints

### **Maharishi University of Management, Fairfield, IA— *Photographer***

2016 - 2017

- Photographed special events on campus for various departments on campus

## **BE Greater Than Ever, Chicago — Social Media Manager**

2016 - 2019

- Developed and implemented social media strategies for Facebook, Instagram, Twitter, and Pinterest
- Designed graphics and created content for all social media channels
- Used social listening tools to optimize content strategy
- Engage with customers through questionnaires, polls, and comments
- Worked with marketing managers to design merchandise and other products.
- Organically grew customers by reposting customer testimonials, and hashtags
- Managed cross-promotions with key influencers
- Created weekly and monthly reports on social media analytics
- Designed social media graphics and media kits for digital and printed material

### **EDUCATION**

#### **Maharishi International University, Fairfield, IA — Studies-Media and Communications**

Jan 2015 - Dec 2017

### **ORGANIZATIONS**

#### **Fairfield Cultural Alliance, Fairfield, IA**

Secretary and Member

May 2023 - Present

#### **Cross Cultural Conversations, Fairfield, IA**

Lead Coordinator

Jan 2015 - Dec 2016

#### **Moorish Science Temple of America, Chicago, IL**

Digital Media Team and Member

October 2014 - Present

#### **Student Government Association, Fairfield, IA**

Sgt. at Arms

Jan 2015 - Dec 2017