

OCTOBER YATES

octoberyates.com
(206)-330-6436
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Providing creative solutions to solve creative problems.

WORK EXPERIENCE

MSNW Group, LLC: 06/18 - Present
Marketing Strategist & Digital Content Producer
Marketing & Social Media Assistant

Content Contracting: 2018 - Present
"Subscription-Based Social Content Creation & Management For Small Businesses"
Founder & Co-Owner
Account Manager

Committee For Children: 04/18 - 06/18
Junior Video Editor (Freelance)

Klipsun Magazine: 01/17 - 12/17
Lead Photo Editor
Multimedia Editor
Staff Writer/Videographer

Paris Match Magazine: 10/16 - 12/16
Culture Section Intern

Goin' Ham T-Shirt Co.
Co-Owner
Social Media Manager

EDUCATION

Western Washington University
Bachelor of Arts, 2018
Visual Journalism Major
S.T.E.A.M. Minor

AWARDS

2019 SPJ Mark of Excellence: Region 10
Winner for Online/Digital News Videography

2018 SPJ Mark of Excellence: Region 10 Finalist
for Online/Digital Feature Videography

Bleedingham Horror Film Festival
Won 7 out of 8 categories in 2018
Accepted 3 years in a row

OTHER ACHIEVEMENTS

Film Production & Marketing
Journalism Alumni Scholarship Recipient
BigLife Magazine Video/Photo Internship
Boy Scouts of America

STRATEGY

STORYTELLING
GOAL SETTING
MARKET RESEARCH
LOCATION SCOUTING
DEMOGRAPHIC DETAILING
METRIC/ANALYTIC DECODING

PRODUCTION

STUDIO LIGHTING
AUDIO RECORDING
CINEMATOGRAPHY
PROBLEM SOLVING
CREATIVE DIRECTION
ON-SET PHOTOGRAPHY

EXECUTION

FAST WORKFLOW
TEAM COORDINATION
CONTENT MARKETING
EXPERIENCED GOOGLE ADS USER
FULL ADOBE SUITE PROFICIENCY
CROSS-PLATFORM MANAGEMENT
SOCIAL MEDIA
WEB OPTIMIZATION
COLOR CORRECTION
FILE MANAGEMENT
TARGET MARKETING
ADAPTIVE CAMPAIGNING