

HUNTER BECTON GARRETT

hunter@hunterbecton.com

617 N. Hyer Ave, Apt. 2 • Orlando, FL 32803 • (863) 712-4273

EDUCATION

The University of Florida

Bachelor of Arts, Economics
Minor: Entrepreneurship

May 2014

EXPERIENCE

Skillthrive – *Content Producer & Founder*; Orlando, FL

January 2017 - Present

- Grew YouTube channel to over 1,000 subscribers in 6 months and projected to reach 15,000 by January 2019
- Designed creative and copy for Facebook Ads that resulted in a 5.3% click-through rate, 7.2 times better than the industry average of 0.7%
- Maintain a 98% positive review rating from students on project-based courses in Photoshop, After Effects, and Sketch App
- Automated a captioning process to convert SRT files into formatted HTML elements, cutting the previous process time by 70%
- Built an educational membership website using WordPress, Sensei, and WooCommerce on a tight budget of \$500

Flip.to – *Content Strategist*; Orlando, FL

September 2015 - Present

- Cut support queries in half by working closely with the Customer Success team to build the company's first Help Center
- Launched company's first video content, averaging 78% engagement and outperforming other forms of content by 74% on email campaign click-through rates
- Developed an outbound sales strategy with custom videos and landing pages, leading to a two-fold increase in email open rates and booked demos, while shortening the sales cycle by half
- Recommend strategies to increase demand generation of qualified leads, including an e-course that led to 68 warm leads with a landing page that converted at 40.24% and an e-book that led to 592 warm leads with a landing page that converted at 18.55%
- Report on campaign ROI and business impact each week to Flip.to leadership using various social media advertising platforms, Google Analytics, and Kissmetrics
- Manage all facets of content strategy projects; creative brief, content audit, gap analysis, messaging strategy, audience personas, style guides, editorial calendar, copywriting, and content marketing
- Maintain Flip.to brand standards and integrity with updated media kit and partner landing pages that clearly communicate Flip.to value proposition and partner relationships

Second Form – *Content Strategist*; Orlando, FL

March 2015 - September 2015

- Increased landing page conversion rates for our client, EquityPro, by 130% while decreasing cost per conversion by over 53% month-over-month by strategically monitoring heat maps, visitor recordings, and conversion funnels
- Develop digital campaigns for email marketing, lead nurturing, drip marketing, and retargeting
- Planned and carried out strategies to curate and create videos, photography, local events, case studies, and articles that supported a community of business leaders who are concerned with their digital strategy
- Launched and produced Feed the Machine, a Second Form podcast that focused on helping people create faster, stronger, and more reliable businesses with technology
- Managed social content calendar and monitored social activity in order to grow online social presence, build a community of Drupal enthusiasts, and discover new business opportunities

Freelance – *Content Producer*; Lakeland, FL

September 2014 - March 2015

- Conceptualized, wrote, and produced blog, e-mail, social media, and video content for various clients
- Guided multiple projects simultaneously while adhering to established timeframes and quality standards
- Translated marketing objectives into creative strategies and produced projects from concept to completion

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EXPERIENCE (CONTINUED)

Discovery Channel – *Integrated Content & Branded Entertainment Intern*; Silver Spring, MD May 2013 - August 2013

- Created integrated content strategies for broadcast commercials, internet advertising, and emerging technologies for Deadliest Catch, Skywire Live, Gold Rush, and Fast N' Loud
- Developed a SWOT analysis of Discovery's Domestic Distribution channel to determine areas to improve relationships with Cox and Time Warner, which led to new on-air promotions for all 14 Discovery Communication networks
- Planned branded entertainment spots for Miller Light, Mountain Dew, and Universal to be integrated in Discovery broadcasts
- One of 160 interns picked from a nationwide pool of 16,000+

COMMUNITY SERVICE & PERSONAL PROJECTS

Tutjar.com – *Founder*; Orlando, FL February 2017

- Launched a curated website for the best tutorials on photography, design, and video in a 24-hour period
- Implemented automation processes for minimal site management using Zapier

Nehrling Gardens – *Volunteer*; Orlando, FL November 2016

- Helped preserve remaining gardens in a national historic site that focuses on teaching the community about historic preservation, horticultural education, and environmental conservation

International Professors Project – *Google AdWords Volunteer*; Remote November 2014

- Provided pro bono services in SEO, SEM, Google Adwords, and Google Analytics to help meet higher education needs in developing countries

HONORS

- Omicron Delta Epsilon – International Economic Honor Society, (7 semesters) Spring 2011 - May 2014

ADDITIONAL INFORMATION

Job Related Skills: Content Marketing, Product Marketing, Social Media Marketing, Video Production, Photoshop, After Effects, HTML, CSS, WordPress, Educational Content, Copywriting, User Engagement, Brand Voice/Tone, Audience Research and Development, Project Management

Work Eligibility: Eligible to work in the U.S. with no restrictions