





# BRIAN MICHAEL SUGGS

VIDEOGRAPHER | DESIGNER | PHOTOGRAPHER

## CONTACT

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## EDUCATION

- UNIVERSITY OF FLORIDA  
Bachelor in Science  
Event Management; Tourism  
2007
- Varsity Captain, University of  
Florida Rowing Team  
2005-2007
- Bright Futures Scholarship  
Recipient

## ACCOLADES

- AWARDED BEST FIRST-TIME  
DIRECTOR FOR A MUSIC VIDEO  
*International Sound Video  
Awards*  
"Grace Like Fire" - 2022
- PUBLISHED PHOTOGRAPHY  
*Washington Post*  
*Fish to Fork Event* - 2017
- PUBLISHED PHOTOGRAPHY  
*Omni Hotels & Resorts*  
*Barrel Room*  
*Holiday Breakfast* - 2016

## ABOUT ME

Accomplished marketing manager and content creator with a record of success in digital campaign development, content production, social media strategy and project management. Proficient in strategizing and leading cross-functional teams that bring about innovative ideas, quality content, exceptional customer engagement, and improved brand awareness.

## EXPERIENCE

### **DIGITAL MEDIA SPECIALIST**, February 2021 - Present

*William Peace University - Raleigh, NC*

Effectively promote the University and its goals through the production of media content, digital and social strategies for multi-channel initiatives. Serves as the online and digital liaison for the University, responsible for the creation and production of photo and video assets in addition to the administration and management of the University's digital brand.

- Established a visual shift in media content for the university, increasing social engagement by over 50%
- Proactively managed department initiatives when the Marketing Director resigned
- Streamlined outsourced vendors and reduced redundancy of platforms
- Produce a weekly internal faculty newsletter via MailChimp and manage content updates for the University website via WordPress
- Oversee content for digital screens throughout campus

### **MARKETING CONTENT MANAGER**, 2018 - December 2019

*New Wave Creative (Ash Properties) - Jacksonville, FL*

Proficiently managed multi-faceted digital marketing projects for a team of five, using Wrike and Slack, ensuring overall production efficiencies. Established a data-driven approach to inform and build an overall social strategy to increase awareness and engagement for clientele using Zoho Social Media Management Software. Produced all photo and video branding collateral.

- Led creative team through a complete restaurant rebranding campaign
- Increased clientele growth by 22%
- Decreased marketing expenses by \$14,500 in 2018 by streamlining task and social media management systems
- Co-chaired the creation of New Wave Agency business plan

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## SKILLS

Adobe Creative Cloud

- After Effects
- Illustrator
- Lightroom
- Photoshop
- Premiere Pro

AgoraPulse

Brand Consulting

Budgeting

Decision Making

Final Cut Pro

Graphic Design

Google Analytics

Hubspot

Media Design

Microsoft Suite

Photography

Project Management

Self-motivation

Slack

Strategizing

Time Management

Videography

Wrike

## CERTIFICATION

Google Analytics

Social Media Marketing

(HubSpot)

Zoho-Suite

## INTERESTS

Photography

Working out / Hiking

Gator Football

Traveling

Gaming

My Dog, Reykjavik

## EXPERIENCE CONT.

### PHOTOGRAPHER | VIDEOGRAPHER, 2015 - 2019

*Flora + Fauna - Jacksonville, FL*

Served as a second shooter in charge of capturing photos and video for couple engagements and weddings. Assisted in editing using Final Cut Pro, Premiere Pro, and After Effects for video content.

- Gained in-depth professional knowledge of fundamental photo and video techniques
- Learned multiple editing software programs and the value of proficient workflows

### DIGITAL MARKETING MANAGER, 2016 - 2018

*Omni Hotels & Resorts Amelia Island Plantation - Fernandina Beach, FL*

Produced monthly email campaigns and Word Press blog posts. Curated and managed resort social content, including analytics and public relations, across all platforms using HubSpot. Assumed a dynamic role in the complete restoration, categorization and organization of all visual collateral for the resort. Made use of Adobe Suite in capturing and editing all photo and video content for the resort.

- Maximized revenue and increased resort awareness through effective content management, copywriting, SEO, and analytics for the E-commerce website and all OTA websites
- Surpassed the 25% social follower growth expectations two years in a row, 44.6% over goal, and 19.97% over goal
- Oversaw the conceptualization and completion of reoccurring instructional video segments for the Golf and Tennis departments that led to increasing private bookings by 15% in 2017

### TERRITORY MANAGER, 2013 - 2015

*L&E Group Enterprise - Wellington, FL*

Drove efforts in generating leads and transacting annual property maintenance service contracts by focusing on new business opportunities with commercial properties. Provided remarkable customer service and account management to clients. Guided and mentored employees to ensure exceptional quality of work.

- Stimulated total company revenue by 33% over previous year, setting company benchmark of \$440K in 2014
- Received the Top Performer Recognition Award for 129% to quota in 2014

## REFERENCES

MONIQUE DELAGE

*Marketing Director*

*William Peace University*

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LAUREN MCALLISTER

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*New Wave Creative*

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