

JOHN ESTANISLAU

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OBJECTIVE: SOCIAL MEDIA / MARKETING / PRODUCTION / WEB

EDUCATION

State University of New York at Fredonia, NY

B. S., Business Administration; GPA: 3.56 (May 2014)

Minor: Web Programming; **Concentration:** Music Industry

TECHNICAL SKILLS

Platforms: Mac OS, MS Windows, iOS, Android
Social Media: Facebook, Twitter, Instagram, YouTube, Twitch, Snapchat, LinkedIn
Editing: Adobe Photoshop, Adobe Premiere, Adobe After Effects, C4D
Web Design: Dreamweaver, Apache, Content Management Systems
Other Software: MS Word, Excel, PowerPoint, Hootsuite, Pro Tools, DFP
Skills & Interests: Voice acting, Video production and photography, lighting, sound design and engineering, Sports

RELATED WORK EXPERIENCE

Strawburry17

03/2016 – Present

Social Media Strategist / Digital Media Producer

- Develop new marketing strategies for an established brand with an audience over one million subscribers
- Manage schedule and produce video, photograph, and web content specifically optimized for each social media platform
- Analysis and implementation of viewer data and KPI's to enhance SEO and brand awareness & engagement
- IT and computer maintenance for live broadcast systems hardware and software for daily live stream events

Voice Actor

02/2015 – Present

- Professional Voice Over Artist having performed in numerous commercials, cartoons, video games and TV shows

McCune Masterworks

07/2015 – 04/2016

Marketing Manager

- Strategic marketing and branding for an Oscar-winning visual effects studio
- Foster client and vendor relationships to create new business and partnership deals
- Designed and implemented an Online Store with a secure eCommerce system for high-end film props and collectibles
- Manage eCommerce transactions and order fulfillment
- Maintain and manage social media and audience engagement (including Facebook, Twitter, Instagram and LinkedIn)
- Search Engine Optimization for website and ad analytics
- Compose weekly e-blasts to subscribers
- Draft and schedule weekly Blog posts on recent events, company updates and entertainment news

iHeartMedia

09/2014 – 05/2015

Digital Assistant & Street Team

- Maintain and transport equipment, assets, and personnel to events and live concerts
- Development of promotional items distributed to listeners (ex. download cards and promo flyers)
- Draft and schedule posts for social media accounts (including Facebook, Twitter, and Instagram)
- Design ads and trafficking through DFP
- Compose weekly emails to subscribers and create contest pages and track form submissions

Bang Zoom! Entertainment

06/2015 – 09/2015

Production Intern

- Packaging and shipment of documents and DVD's with proper custom labeling
- Handle Talent paperwork and operate at reception
- Maintenance of studios, recording facilities, and master vaults
- Produce As Recorded Scripts (Closed Captions) for finished volumes of episodes from ADR scripts