





CONTACT DETAILS

IAIN CARSON
27471 Poppy Court
Santa Clarita, CA 91350

(661) 600-3751
Sector16Films@gmail.com

FOLLOW ME

-  Portfolio: iainmcarson.com
View protected content
with password **IMC**
-  [linkedin.com/in/iain-carson-b31525a9](https://www.linkedin.com/in/iain-carson-b31525a9)

SKILLS

Software/Hardware

Adobe Premiere
Final Cut X
Avid Media Composer
Adobe Media Encoder
DaVinci Resolve
Canon C Series
Black Magic Design Cameras
Red Cameras
Adobe Photoshop
Adobe Audition
Adobe Aftereffects
REDCINE
Mac and PC
Microsoft Office
Google Suite
Facebook Business Manager
Twitter Ads
Snap Ads
Google Analytics
Youtube SEO
Sprout Social
TikTok Marketing
Mailchimp
Wordpress
SEMRush
Github
Hubspot
Jira
Asana
All Main Social Media Channels

EXPERIENCE

Digital Marketing Director (April 2021 - Present)

Stoke Light Media

Director of the Digital Marketing team at Stoke Light Media. Creating and managing multi-media social campaigns for clients. Setting up and managing paid campaigns and organic pages on Youtube, Facebook, Instagram, Twitter, TikTok, and Snapchat. Responsible for creating metric dashboards and setting KPIs for all projects. Responsible for the client-to-team project management. Editor/Producer on video projects for clients.

Digital Marketing Consultant (May 2020 - April 2021)

Flowstate11

Freelance consultant for social media strategies, SEO and Youtube optimization, paid social media ads, community and influencer managing, content producing, video editing, and cross platform branding.

Marketing Content Director (March 2019 – May 2020)

Hypernet Labs. Silicon Valley, California

Head of marketing strategy and content. Daily creation and oversight of multi-media assets. Bicoastal marketing team management. Creation/management/strategy of social media campaigns and metrics. Multi-channel branding, production of video content, blog writing, website management, SEO optimization, and daily social community management.

Digital Marketing Specialist (June 2015 – March 2019)

The Walt Disney Company. Burbank, California

Identified and built effective marketing strategies, created compelling digital content and shared through social media channels. Developed and produced marketing campaigns throughout the year with Disney counterparts such as Marvel, Lucasfilm, Disney Studios, Disney Channel, and ABC. Responsible for bi-coastal pre-to-post production for social commercials and photography, and direction of on-camera talent on a weekly basis. Assisted with blog writing, social media channels and metrics management.

Media Specialist (November 2010 – June 2015)

Lionsgate-CBS, TV Guide Network. Los Angeles, California

Responsible for assistant editing and digital media management for various shows, digitizing assets and final exports for air. Managed their large digital library. Post-production assistance with the marketing division. Quality Control for live and pre-air television programming. Closed captioning editing. Worked live events for the Oscars, Grammys, and Emmys. Dealt with tight deadlines, high-stress and quick turn-around projects.

RZ-9 Feature Film Director/Producer (October 2013 – December 2014)

Multivisionnaire Pictures. Pasadena, California

Wrote, directed and produced a feature film which has been distributed and sold internationally. Managed pre-production visuals and art department. Coordinated entire cast and crew of 100 people during production. Managed post-production through editing, visuals, and post audio, as well as production finances. Completed over 500 visual effects shots in Adobe After Effects.