**David Wills**

***Social Media Manager | Content Creator***

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**Summary**

Expert social media manager with a proven track record of 5+ years in the entertainment space creating engaging multimedia content across Facebook, Instagram, and TikTok. Highly skilled in ideating and producing video content, using a data-forward approach to results. Extremely versatile and creative, with a strong interest in entertainment, health, and wellness.

**Expertise**

***Core Competencies****: Social Media Marketing | Video Production | Content Ideation | Organic Social | Data Reporting | Editorial | Community Engagement | Generative AI | Paid Social | Audience Development | Leadership*

***Technical****: Photoshop | Premiere | Instagram | Facebook | TikTok | Asana | GPT-4 | Looker | Later | Meta Business Suite*

**Professional Experience**

**RANKER** **| Los Angeles, CA**

**Manager, Social Media 2022 – Present**

* Oversee a social media network of 70M followers across Facebook, Instagram, Pinterest, and TikTok that includes pop culture brands such as [Weird History](https://www.instagram.com/rankerhistory/), [Total Nerd](https://www.instagram.com/rankernerd/), and [Graveyard Shift](https://www.instagram.com/rankerhorror/).
* Manage and coach a skilled team of social editors that design 150+ unique social posts weekly that drive 500k in traffic each week.
* Lead regular social video ideation meetings to produce 20+ monthly short-form videos, pulling in 4M+ each month.
* Build and maintain weekly & monthly data reports to track performance with tools such as Looker, Meta Business Suite, and Later.
* Organize and attend on-the-ground social coverage for events such as Comic-Con.
* Collaborate cross-functionally with Video, Editorial, Data, and Sales using tools such as Asana.
* Develop prompt libraries for AI tools such as GPT-4 and Midjourney to scale content creation without sacrificing quality.

**Social Media Editor 2019 – 2022**

* Designed social posts in the TV, movie, and gaming space that drove 4.2B+ in lifetime organic reach and 120M+ in lifetime traffic.
* Revamped the Instagram strategy for [Total Nerd](https://www.instagram.com/rankernerd/) that unified branding and improved engagement by 90%.
* Pitched weekly articles to freelance writers with engaging headlines generating 9M+ in lifetime traffic.

**CHRISTIE & CO. | Santa Barbara, CA 2016 – 2018**

**Account Manager**

* Wrote copy for blog posts, press releases, social media posts, and newsletters for 15+ B2B and B2C clients in the sustainability space.
* Managed $150k in annual campaign budgets and developed strategic content calendars to maximize conversions.

**Education**

**UNIVERSITY OF CALIFORNIA, SANTA BARBARA 2012 - 2016**

***Bachelor of Arts:* Film and Media Studies*. Minor:* Professional Writing**

***Affiliations:*** Editor-In-Chief, Academic Journal **|** Arts & Entertainment Editor, UCSB Newspaper **|** Video Editor for the UC EAP