

# CHRISTOPHER PIXTON

Port Saint Lucie, FL 34987

Authorized to work in the US for any employer

## WORK EXPERIENCE

### Social Media Manager & Marketing

YouTube

May 2014 to Present

I have started from the ground-up a YouTube channel that has amassed 300,000+ subscribers and 40,000,000+ views.

- I record, edit, render, and upload my videos to my channel and get paid through advertisements. It is completely self-driven and has grown solely due to high-motivation, creativity, SEO experience, in-depth marketing knowledge, and general social media management.
- I have learned an incredible amount about social media managing, digital marketing, and skills on various softwares (i.e. Photoshop, Sony Vegas Editing, Excel, etc), to which I would consider myself an expert on.
- I have been awarded a silver plaque by the CEO of YouTube (Susan Wojcicki) for surpassing 100,000 followers.
- I also started a connected Twitter account and amassed nearly 30,000+ followers.
- I am currently partnered with one of the largest digital media and motion picture companies in the world, Warner Bros. Inc.

## Business Owner & Digital Marketing

Amazon FBA

March 2017 to February 2018

I created my own eCommerce store through Amazon FBA. Essentially I ran everything - from ordering units through suppliers/manufacturers to running advertising campaigns and digital marketing.

- This gave me great exposure to learning the ins-and-outs of digital marketing. I learned how to target a specific demographic to increase sales. I ran several test campaigns for advertisements, found a specific target audience, pushed ads to that target audience and grew in sales.
- My first social media ad campaign reached around 14,000 people in 10 days. Second campaign reached ~19,000 people and funneled hundreds of sales.
- Through research I managed to master SEO (search engine optimization) and became the top search result for my product.
- By marketing through tested ad campaigns on social media and other digital platforms I increased my sales 6x overall, gained over 10,000 impressions daily, and funneled thousands of click-throughs.

## EDUCATION

### Finance And Marketing

Indian River State College

August 2017 to Present

### High School Diploma

Mosaic Digital Academy

August 2015 to May 2017

LinnMar High School

August 2013 to June 2015

## SKILLS

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- Facebook
- Social Media
- Digital Marketing (5 years)
- Hootsuite (1 year)
- HTML (Less than 1 year)
- SEO (4 years)
- Photoshop (5 years)
- Marketing (5 years)
- Social Media Marketing (5 years)
- Social Media Management (5 years)
- Graphic Design (4 years)
- Advertising (5 years)
- Hootsuite
- Python (Less than 1 year)

## ASSESSMENTS

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### Social Media Skills — Expert

February 2019

Measures a candidate's ability to create content, communicate online, and build a brand's reputation.

Full results: [https://share.indeedassessments.com/share\\_assignment/wgvijzugbtimjf](https://share.indeedassessments.com/share_assignment/wgvijzugbtimjf)

### Research Skills — Highly Proficient

February 2019

Measures a candidate's ability to follow protocols, interpret statistics and graphs, identify errors, and choose research methodology.

Full results: [https://share.indeedassessments.com/share\\_assignment/0ml1fcjqe7y5dapb](https://share.indeedassessments.com/share_assignment/0ml1fcjqe7y5dapb)

### Business Math Skills — Expert

February 2019

Measures a candidate's ability to use basic math to solve problems in a business context.

Full results: [https://share.indeedassessments.com/share\\_assignment/ag2bpt0zu9a-oxxf](https://share.indeedassessments.com/share_assignment/ag2bpt0zu9a-oxxf)

### Graphic Design Skills — Proficient

February 2019

Measures a candidate's ability to create visual media to effectively communicate information and concepts.

Full results: [https://share.indeedassessments.com/share\\_assignment/l43gegycijjxzhp4](https://share.indeedassessments.com/share_assignment/l43gegycijjxzhp4)

### Data Analysis — Proficient

February 2019

Measures a candidate's skill in interpreting and producing graphs, identifying trends, and drawing justifiable conclusions from data.

Full results: [https://share.indeedassessments.com/share\\_assignment/tbwmo0jrtxff-g6o](https://share.indeedassessments.com/share_assignment/tbwmo0jrtxff-g6o)

## Social Media — Expert

September 2019

Creating content, communicating online, and building a brand's reputation.

Full results: <https://share.indeedassessments.com/attempts/dfc0eba893a6f3fb105467ffd9949c25eed53dc074545cb7>

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