

CHRISTIAN YOUNG

CEDAR PARK, TX | (660) 868-1565 | CYOUNG.IO | CHRISTIAN.YOUNG42@GMAIL.COM

EDUCATION

Yale University
Bachelor of Arts in Film Studies

ResiBrands **2023 - Present**
Digital Marketing Manager

Handled all digital media buying, data analytics, and budget tracking for four brands and 100+ territories across the United States, dropping Cost Per Lead by 38% in four months and Cost Per Estimate by 32%. Created automated marketing dashboard to track KPIs in near real-time to a JavaScript web app that pulled from multiple data sources and APIs. Consulted and helped with creative direction for social media and ad videos and graphics.

PRODUCTION

- Cinematic Video
 - Broadcast & Live Event
 - Producer & Director
 - Technical Director
 - Audio & Video Engineer
 - Cinematographer & Editor
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RockPointe Church **2021 - 2023**
Executive Strategy Director

Co-led the staff, supervising the Operations, Finance, HR, Creative, Communications, IT, and Production departments. Created and oversaw implementation of all growth strategies. Documented and iterated improvements to all systems, including budgeting and planning. Led training of staff and volunteers. Served on the Executive Team, planning direction and vision of the organization.

Digital and Production Director

Led the Production Department, including implementation of all new video systems for multisite and live streaming. Oversaw all aspects of the audio, video, and lighting systems for multiple campuses. Co-led service planning team for all events and Sunday services. Served on the Creative & Communications teams. Led training of volunteers in all Production areas.

DEVELOPMENT

- HTML & CSS & SASS
- JS & jQuery
- Meteor & React
- MySQL & MongoDB
- Apache & Nginx
- Docker & Jenkins
- Amazon AWS
- Git

Grace Covenant Church **2020 - 2021**
Director of IT Systems

Developed and implemented the technology strategy for the entire campus and across all ministries. Worked with the Production team to design and build a new video control room and system for live streaming services, including a custom intercom. Worked as Director and Technical Director for Sunday services. Consulted with the Communications team on strategy and technical execution.

Missouri State University **2018 - 2019**
Adjunct Professor

Taught 300 level courses on web design and development.

Revel Advertising **2018 - 2019**
Digital Director

Produced, Directed, and Edited all videos for all clients. Managed all Digital projects for websites, social media, and online advertising for Google Ads and Facebook Business. Acted as Lead Full Stack Developer and Lead UX Consultant on all projects. Participated on the Strategy and Marketing Teams as the Digital consultant.

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MARKETING

- Campaign Strategy & Development
- Asset Development
- Social Media Strategy
- Fundraising
- Event Planning & Management

Marlin Network **2016 - 2017**
Senior Software Engineer & Senior UI Developer

Worked on project teams for Starbucks, High Liner Foodservice, and Miss Vickie's. Project owned and managed digital properties for French's, Bush's Beans, and PepsiCo Away From Home. Worked with the Digital Strategy team to analyze and conceptualize solutions for clients' goals and KPIs. Developed in-house tools for time tracking, project management, and an encrypted file transfer system.

Winding Willow Industries **2010 - 2016**
CEO & Creative Director

Oversaw all aspects of the business, including production and creative direction. Worked with non-profit groups, universities, small businesses, and national corporations. Created strategic plans to grow revenue and audiences. Executions included fundraising events, social media campaigns, and traditional media campaigns. Created TV commercials, promotional, training, and social media videos. Web developer and designer on all client projects.

SOFTWARE

- Adobe CC
- Office365 & Apple Apps
- Google Docs & Analytics
- Google Ads
- Facebook Business
- GitHub & Bitbucket
- Asana & Trello & JIRA

NPG Co **2014 - 2015**
Digital Creative Director & Digital Content Director

Maintained and supervised 12 newspaper websites, 1 TV website, and the NPG Corporate website. Oversaw the transition of a print and TV newsroom to a digitally focused, multimedia, integrated newsroom. Developed real-time analytics and story development tool for use in newsroom, integrated managerial and administrative systems into the tool.

Freelance **2013 - 2015**

Designed and developed GPS based mapping iOS application to track artisanal diamond miners in the Democratic Republic of the Congo. Developed a web portal for The World Bank to run a grant application and judging process.

Kansas State University **2012 - 2013**
Producer/Director

Produced and Directed videos for multiple on-campus groups and the University. Filmed and Edited two national commercials. Produced and Directed live events, including ESPN broadcasts & streamed events. Supervised and advised student video group.