

Lawton Vierkant

Content Creator/Social Media Specialist

Dedicated professional with proven performance in management, leadership and communication. Detail-oriented in problem-solving and planning. Ready to make an immediate contribution to your organization.

✉ lawton.vierkant@gmail.com

📞 931-206-0284

📍 Clarksville, TN, 37043

WORK EXPERIENCE

Marketing Director/Social Media Specialist Project 2231

12/2022 - Present

Clarksville, TN, 37043

Achievements/Tasks

- Manage and curate content for six social media accounts, ensuring consistent brand messaging.
- Conduct all photography and videography, including editing for promotional materials and commercials.
- Design graphics and flyers for digital and print media, enhancing marketing efforts.
- Plan and execute community events and sponsorships with local schools and other organizations.
- Develop and implement marketing campaigns, driving brand awareness and engagement.
- Oversee Facebook and Instagram advertising, optimizing ad performance and budgets.
- Collaborate with Google SEO agency to enhance online presence and search rankings.

Video Editor MMA On Point

01/2020 - 12/2022

London, England

Achievements/Tasks

- Created long and short form content for Instagram, Twitter, TikTok, and Youtube.
- Edited all clips for social media to insert music, dialogue, and sound effects using the Adobe Suite.
- Became familiar with production concepts and requirements for on site video shoots.
- Developed social media strategies to grow reach on all platforms, and set internal growth goals.
- Researched, wrote, and voiced scripts for projects one to two times a week.

Tour Manager Building 429 Touring Inc.

05/2018 - 04/2020

Nashville, Tennessee

Achievements/Tasks

- Arranged for tour and all travel details such as accommodations, transportation, and equipment.
- Resolved any problems with itineraries, service, and accommodations while out on the road.
- Day of contact for the venue/event hosting the band, and was in charge of all advancing and settling after the event.

Merchandise Manager/Backline Tech Building 429 Touring Inc.

05/2017 - 05/2018

Nashville, Tennessee

Achievements/Tasks

- Maintained records of goods ordered and received.
- Set up and tear down of the merchandise display, training volunteers, and completing the merchandise reports.
- Provided product information and resolved concerns to assist customers.
- Managed all backline equipment including drums, guitars, and all of the stage patching needed for the performance.

Marketing Developer Paul Davis Restoration

08/2015 - 05/2017

Hopkinsville, Kentucky

Achievements/Tasks

- Spread brand awareness across Clarksville to generate new business, and to broaden overall sales and business through print and web advertising.
- Measured effectiveness of marketing, advertising, and communications programs and strategies.
- Managed all social media accounts and managed the upkeep of their website.

SKILLS

Social Media Marketing

Management

Adobe Premiere Pro

Adobe Illustrator

Adobe Lightroom

Adobe After Effects

Adobe Photoshop

Photography

Videography

Logic Pro X

EDUCATION

Bachelor of Business Administration in Management
Austin Peay State University, May 2015