JULIAN MERCER

CONTENT CREATOR

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PROFESSIONAL SUMMARY

Content Creator with 4+ years producing short-form video, photography, and written posts for outdoor and beauty brands. Plans, shoots, edits, and publishes content across Instagram, TikTok, and YouTube, and uses platform analytics to decide what to make next. Works to brand guidelines and posting calendars.

PROFESSIONAL EXPERIENCE

Content Creator Apr 2024 - Present
REI Co-op, Seattle, WA

- Produce 12 short-form videos and 20 still posts a month for the brand's social channels, working from a quarterly content calendar.
- Grew average Reels view-through rate from 22% to 35% by opening with the product in use and cutting intros to under two seconds.
- Shot and edited a 10-part trail gear series in Premiere Pro that reached 1.6 million views and about 14,000 new followers.
- Worked with 20 regional store teams to capture local events, producing the content within 48 hours of each event.
- Reviewed creator partner submissions for brand fit and gave feedback, improving first-draft approval rates for 8 partners.
- Wrote captions and alt text for each post and tracked saves and shares in a weekly Sprout Social report.

Social Content Creator Jan 2023 - Mar 2024
Sephora, San Francisco, CA

- Created 6 TikTok and Instagram tutorials a week for the store's local accounts, growing the combined audience from 18,000 to 41,000.
- Filmed and edited product launch videos with in-house makeup artists, shortening the shoot-to-publish time from 5 days to 2.
- Tested three hook styles across 40 posts and applied the winner to the team's shot list, lifting average watch time by 18%.
- Handled community replies and sent flagged customer issues to the customer care team the same day.

Freelance Photographer and Videographer Jun 2022 - Dec 2022
Patagonia, Ventura, CA

- Shot product and lifestyle photos for 5 seasonal drops, delivering edited files in Lightroom within 3 business days of each shoot.
- Edited 16 vertical videos for the brand's Instagram account, keeping files to platform specs and color-matched to brand style.
- Organized a digital asset library by campaign and rights period so the marketing team could reuse images without a re-shoot.

CORE SKILLS

Short-form video | Adobe Premiere Pro | Adobe Lightroom | CapCut | Photography | Storyboarding and shot lists | Copywriting | Instagram and TikTok analytics | Sprout Social | Content calendars | Audio and lighting | Community management | Brand guidelines

EDUCATION

Bachelor of Arts in Digital Media, University of Washington, Seattle, WA

CERTIFICATIONS

Adobe Certified Professional: Video Design, Adobe | Meta Certified Digital Marketing Associate, Meta