

Aaron Ness

Social Media Marketing

Portfolio | LinkedIn | Ayeroness@gmail.com | (360) 909-1315 | Battle Ground, WA

Technical Skills

CapCut
LinkedIn
Instagram
TikTok

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premier Pro

Slack
Basecamp
Figma
HTML5/CSS

Essential Skills

Content creation
Creative Thinking
Public relations
Time management

Analytics
Graphic design
Copywriting
Problem-solving

SEO knowledge
Open minded
Fast learner
Motivated

Recent Projects

DATA ENTRY: PORTAL Social Media Management & Content Development | August - December 2023

A re-envisioning of the 1986 game *Portal* by Rob Swigart into a virtual reality environment

- Tracked social platform analytics, derived goals for our campaign, and audited platforms throughout the project
- Recorded and curated content that showcased and promoted the project on Instagram, Reddit, TikTok, and LinkedIn
- Interviewed and photographed participants in the project

UX/UI Aquarium Ad Design Designer, Planner, & Creative | April 2023

<https://bit.ly/AquariumAd>

An interactive ad that to be played on platforms such as YouTube, Instagram, and Twitter

- Created scenes for the aquarium for an augmented/virtual reality ad
- Made multiple artboards depicting each subsequent event and interaction(s) with the ad
- Storyboarded the complete ad covering the four aquarium exhibits

NBA 75th Anniversary Campaign Case Study Auditor & Publisher | April 2022

<http://bit.ly/NBA75thAnniversaryCaseStudy>

An in-depth analysis of the NBA's campaign for its anniversary

- Tracked public analytics over all social media platforms and formatted findings in Excel to track success
- Performed a comparative analysis with the NFL 100th anniversary campaign
- Utilized WordPress to create a multimedia presentation

Education

B.A. in Digital Technology & Culture Washington State University Vancouver

The CMDC of the Department of the Digital Technology & Culture

Social Media Certificate

Video Games Certificate

Expected graduation December 2023