

Will Fason

Multimedia Producer, Editor, & Digital Marketer

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— PROFESSIONAL EXPERIENCE —

Higginbotham Family Dental – *Marketing Assistant*

FEB. 2024 - PRESENT | Jonesboro, AR

- Designed promotional social media content, including graphics and both long-form and short-form video.
- Optimized and maintained website pages for efficiency in functionality, visual appeal, and discoverability.
- Represented the brand at corporate functions and community events, encouraging participation among partners and patients.
- Managed the overall online presence and reputation for eleven dental clinics located in Arkansas, Tennessee, and Missouri.

Anthem Pictures – *Intern*

JAN. 2024 - MAY 2024 | Jonesboro, AR

- Edited seven video projects for various clients, promoting local events, organizations, and educational institutions.
- Assisted in the production of content by constructing film sets and operating video and audio equipment.

NEA Baptist Memorial Hospital – *Marketing Intern*

AUG. 2023 - DEC. 2023 | Jonesboro, AR

- Created promotional videos showcasing seasonal and sponsored events for digital distribution.
- Crafted interactive content highlighting a local convention and sporting competition, encouraging community involvement.

— EDUCATION —

Arkansas State University – *Bachelor of Science*

AUG. 2020 - MAY 2024 | Jonesboro, AR

Creative Media Production Major | Corporate Media Emphasis

- Dean's List Award (Fall 2021, Fall 2022, Spring 2023, & Fall 2023)

— CERTIFICATIONS —

Stukent – *Digital Marketing Simternship* (2023)

Google Ads – *Google Ads Certification* (2023)

Hubspot Academy – *Social Media in Strategic Communication* (2024)

— TECHNICAL SKILLS —

- Adobe Creative Suite
- Audio Production
- Community Events
- Copywriting
- CRM
- Digital Campaigns
- Email/SMS Marketing
- Graphic Design
- Logic Pro X
- Market Research
- Microsoft Office
- Motion Graphics
- Online Brand Management
- Semrush
- SEO/SEM
- Social Media Management
- Sponsorship Events
- Video Production
- WordPress

— SOFT SKILLS —

- Adaptable
- Ambitious
- Brand Advocate
- Collaborative
- Conflict Resolution
- Creative
- Critical Thinker
- Dependable
- Detail-Oriented
- Leader
- Proactive
- Professional
- Time Management
- Trustworthy