

# Amari Reeb

I am a creative and data-driven **video editor & content producer** with 5+ years of experience. I have produced vertical video for audiences with **over 700K followers**. I hold a great fascination for producing video that retains the viewer's attention.

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## EXPERIENCE

### Instagram Content Producer

The Happy Broadcast | 2022-2025

- Created 120+ meme-style posts per month, consistently adhering to brand guidelines and aesthetic.
- Grew Instagram account **@anxiety\_fight\_club** from 0 to **100,000+ followers** through targeted content strategy.

### Instagram Content Strategist & Producer

Hotworx Fitness | 2023

- Produced **5 new vertical videos weekly** leveraging trending audio to maximize reach and engagement.
- Managed daily video posts (Wednesday–Sunday) to generate curiosity and attract local prospects.

### Social Media Content Strategist

Mission 57 | 2022 – 2023

- Produced and scheduled daily Instagram posts, stories, and Reels across Instagram, TikTok, and Facebook.
- Enhanced cross-platform presence and engagement through cohesive storytelling and visual branding.

## PROJECTS

### Clothing Brand Owner

Celebrikats Clothing | 2023-2024

- Designed and sold custom merchandise (clothing, mugs, caps), handling all aspects from artwork creation to social media marketing.

### Digital Marketing Agency Lead

Grind Music Promotion | 2022-2023

- Produced vertical video to engage hip-hop artists, as well as the young demographic.
- Utilized viral video memes and trending clips to build curiosity and artist interest.

## EXPERIENCE

### Bachelors in Business Administration

Northwest Vista College | 2023 – Ongoing

## TECHNICAL SKILLS

Video Editing

Graphic Design

Motion Graphics & Animation

Attention Retention Strategy

Research & Strategy

## ADDITIONAL

Color Grading

Sound Design

Content Strategy

