

Reid Lewis

reidlewiscreative@gmail.com | www.reidlewiscreative.com | <https://www.linkedin.com/in/reidkl/> | 203-326-1632 | New York, NY

Experience

Manager, Content Strategy

The Messenger | May 2023 - February 2024

- Stepped into a new digital media startup and built from the ground up an in-house branded content studio, M. Studio, which produced custom content (videos, animations, native articles, landing pages).
- Led project management on brand partnerships through pre-sale to execution. This included understanding client goals, managing timelines, communicating with vendors, and creating deliverables.
- Supported Head of Branded Content and worked with Sales, Marketing, Account Management, and Editorial teams to provide ideas and materials for proactive client pitches and RFPs.
- Participated in brainstorming for bespoke branded content ideas for partners that focused on creative storytelling unique to The Messenger's brand.
- Executed creative design and strategy for The Messenger's branded content studio: establishing its brand identity, executing name and logo, producing custom landing and article pages, and creating custom hubs to house content.

Branded Content Strategy Coordinator

The Hill | August 2021 - May 2023

- Project managed all aspects of branded content production for Fortune 500 clients, covering a variety of creative executions (video series, native articles, custom hubs): oversaw production logistics, managed timelines, ensured internal teams and clients were up to date on project status, and worked with vendors.
- Supported creative process for multi-million dollar partnerships from pre-sale to execution: story research and development, creating deliverables, assisting on set, and working with the edit and final delivery.
- Developed creative-driven solutions and strategies to solve marketing challenges for partners, leveraging the power of The Hill's non-partisan reporting and storytelling.
- Collaborated with multiple internal teams, including Sales, Media Planning, Design, and Editorial, to execute and ensure ideas were uniquely The Hill, as well as met the objectives of the advertisers.
- Created graphics for client campaigns, bringing a strong sense of digital design and strategic conceptual skills to my work.
- Designed, built, and maintained custom hubs through CMS that lived on thehill.com, designing responsively for desktop and mobile.
- Executed projects for top-tier clients such as Kia, Qualcomm, Uber, and Raytheon.

Marketing Content Producer

Reid Lewis Creative | January 2018 - August 2021

- Worked with 15+ clients to identify scope, create project timelines, curate content, and develop marketing solutions to enhance brand identity.
- Developed assets including advertisements, marketing collateral, invitations, t-shirts, business cards, and cover art for businesses.

Communications Intern

Cleopatra Records | June 2019 - August 2019

- Collaborated with marketing and design team to implement advertising strategies and increase artists' social media presence.
- Produced album covers for Twisted Sister, a heavy metal band with 3.7 million monthly listeners on Spotify, along with Onyx, The Ataris, and other music groups.

Marketing & Design Intern

The Tannin Group | May 2018 - August 2018

- Responsible for quick turnaround on projects for Fortune 500 client including all things creative: print, web, video, and multimedia.
- Developed and designed social media campaigns, retouched photos, and created marketing collateral for various brands and company communication initiatives.

Education

Elon University

BA Communication Design
Elon, NC | 2016 - 2020

Elon in Los Angeles

Cinema & Television Arts
Los Angeles, CA | 2019

Charles University

Business & Economics
Prague, CZ | 2018

Skills

Branded Content

Project Management

Creative Strategy

Creative Development

Creative Execution

Content Strategy

Graphic Design

Film Production

Client Interaction

Team Player

Website Development

Logistics

Social Media Management

Copywriting

Sales Support

Motion Graphics

Software

Adobe Creative Suite

Google Workspace

Microsoft Office

Keynote

Monday.com

Ceros

Figma

CMS

Basic HTML/CSS

Salesforce