

Doug Bloom

I am an interdisciplinary video production and creative strategist. I help businesses define creative strategies, analyze campaign metrics, and optimize lead acquisition and conversion goals.

Video Production Manager

Digital Marketer 2018 – Present Austin, TX

Manage the Video Creative team, which ideates and executes marketing content for multiple companies, including DigitalMarketer, Traffic & Conversion Summit, Scalable.co, Praxio, and Recess.

Oversee multiple simultaneous projects from staffing to production, budgeting to quality control, and time management.

Optimize creative assets through continued analysis of campaign performance across several platforms, including Facebook Analytics and Google Ads.

Continuously mentor my team to progress their creative skills and careers forward.

Notably my work has contributed to reducing lead cost per trial by **75%**, reduced annual conference landing page view (LPV) cost by **45%**, and increased top-of-funnel paid media engagement by **233%**. Our team generated **1,180,064** landing page views, an increase of **3274%** while reducing the cost per landing page view by **70%**.

Videographer

Digital Marketer 2016 – 2018 Austin, TX

Responsible for filming and editing in-house marketing videos for a variety of products and industries.

Led a video crew of both internal and external hires to create a daily sizzle recap of the Traffic & Conversion Summit, a 3-day event of over 6,000 people. Videos were filmed and edited on-site, and deadlines were strict as each video's turnaround was less than 24 hours.

Video Creative Director

Native Commerce 2015 – 2016 Austin, TX

Managed a team that worked on marketing and social videos for products in multiple ecommerce industries.

Led the creation of the Titan Shovel product video, a finalist for the Product Video of the Year at the Internet Retail Excellence Awards.

Videographer

Native Commerce 2014 – 2015 Austin, TX

Responsible for filming and editing videos in the ecommerce space.

Defined a creative strategy for the way video production was executed and established a more professional brand identity.

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SKILLS

Video Production
Post Production
Production Management
Scope Planning
Motion Graphics
Google Ads
Facebook Analytics

SOFTWARE & TOOLS

Adobe Premiere,
AfterEffects, Illustrator,
Photoshop, Cinema 4D,
Lightroom, Trello,
Microsoft/Google Office

CAMERA SYSTEMS

Canon Cameras
Sony Cameras
Nikon Cameras
Panasonic Cameras

REFERENCES

Emre Erdener
Creative Director
Emerge Design Co.
512-740-3719
design@emree.co

Ben Jenkins
Optimization Designer
Canopy Management
512-818-5549
benjinkins@canopymanagement.com

EDUCATION

BA in Electronic Media & Communications
Texas State University
2011