

Cyrus Codner | Digital Media Specialist

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📌 Cyrus Codner

Relevant Experience

O&M Construction Services LLC | Digital Marketing Specialist

Full-time | August 2021 – Present | Stafford, TX

- Increase client leads by 38% through mixed media advertisements- resulting in a 26% increase in total annual sales
- Construct a comprehensive brand identity including a new website, business cards, sales letters, logos, etc.
- Create 6 successful marketing campaigns using Google Ads, Google Analytics, Meta Ads, email, voicemail, and text
- Expand business ventures into solar, drone services, & commercial roofing through marketing campaigns & branding
- Pilot 3 different DJI drones to conduct aerial inspections of 200+ residential & commercial buildings

Cyrus Cee Video | Founder & CEO

Freelance (6 Projects) | May 2021 – Present | Houston, TX

- Storyboard, film, & edit videos of live events such as weddings, quinceañeras, and birthday parties
- Develop a unique marketing strategy contracting reception halls to sell videography services directly to their own clients

XP Films | Lead Video Producer

Contract Work (27 Projects) | March 2015 – October 2019 | Houston, TX

- Led a team of 3 other videographers/photographers to film & edit media for live events
- Responsible for organizing storyboards, camera placement, production techniques, and travel for the team
- Handled client relations from start to finish for 12 projects while maintaining a 100% customer satisfaction rate

Children's Museum Houston | Production Manager

Freelance (14 Projects) | May 2014 – June 2019 | Houston, TX

- Produced and edited TV commercials, online advertisements, and educational videos
- Worked in key roles such as Director of Photography, Set Designer, Lead Gaffer, & Lighting Coordinator
- Trained new production crew on equipment usage, on-set best practices, and safety procedures

Education

University of Houston | Bachelor of Science, Digital Media

Achieved May 2024 | Houston, TX

- Minor in Technology Leadership & Innovation
- Magna Cum Laude & Dean's List
- Marketing Director of Nourish International at UH

Wharton County Junior College | Digital Media Certificate

Achieved May 2021 | Wharton, TX

- Dean's List

Certificates & Awards

Part 107 Remote Pilot | FAA License

Achieved December 2023 | License #4931922

Innovation Engineering | Eureka! Ranch Certificate

Achieved May 2023 | Blue Belt

Tableau Desktop Specialist | Tableau Certificate

Achieved May 2023

President's Volunteer Service Award | AmeriCorps Award

Awarded August 2014 | Gold Tier

Skills

Adobe Creative Cloud

- Proficient with Premiere, Illustrator, Photoshop, InDesign, Bridge, Lightroom, Acrobat, & Firefly
- Knowledgeable with After Effects, XD, & Dreamweaver

Marketing Tools

- Proficient with Google Ads/Analytics, Meta Ads, HubSpot, Mailchimp, WordPress, Webflow, & Canva
- Knowledgeable with XMPie, Yoast, & SEO Optimization

Camera Systems

- Proficient with Sony, Canon, Nikon, & DJI drones
- Knowledgeable with Panasonic, FujiFilm, & Black Magic

Key Strengths

- B2C & B2B Marketing, Content Strategy, Transmedia Marketing, Brand Identity, Lead Generation, Geotargeting, Project Management, & Team Leadership
- Videography, Photography, Web Design, Lighting, Sound Design, Storytelling, & Drone Piloting

Other Software

- Proficient with Final Cut, Microsoft 365 (Word, Excel, Access), & Generative AI (ChatGPT & Stable Diffusion)

Other Experience

Amazon Logistics | Learning Ambassador

Full-time | November 2018 – May 2021 | Brookshire, TX

Harris County Precinct One | Media Production Intern

Full-time/Temporary | Summers of 2016 – 2018 | Houston, TX

Kumon West University | Math & Reading Tutor

Part-time | February 2015 – February 2019 | Houston, TX