

GRAYSON CALLENDER

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PROFESSIONAL EXPERIENCE

Easy Street Capital, Austin, TX

Oct 2024 - Present

Marketing Associate

- Leading the marketing team in the creation of videos, graphics, and websites resulting in a 42% increase in overall online traffic as well as a 27% increase in views across all social media platforms.
- Responsible for scripting, filming, and editing of all content for Easy Street's YouTube Channel, leading to impressions and viewer retention increasing by over 44%
- Aid in copywriting, marketing email creation, and idea generation for Easy Street's marketing campaigns

Sleeper, Austin, TX

Brand Ambassador

Aug 2024 – Jan 2025

- Led Sleeper's marketing and brand awareness push at the University of Texas for the 2024 NFL season, communicating and meeting with over 35 individual student organizations on campus
- Represented Sleeper at several large events on campus, distributing over 400 promotional products
- Created various social media graphics to further increase Sleeper's brand awareness on campus

Catface, Austin, TX

Video Production Assistant

Aug 2024 – Oct 2024

- Collaborated with production team to plan, design, and create all necessary video elements for Aphmau, a YouTube channel with over 23 million subscribers and 25 billion total channel views
- Spearheaded the organization and cataloguing of all video assets in order to maintain efficiency and improve the production team's overall productivity
- Learned to thrive in the rigid daily production schedule, becoming extremely comfortable in high stress situations with tight turnarounds and hard deadlines

Atmosphere, Austin, TX

Jan 2024 – May 2024

Video Content Fellow

- Created over 200+ videos and implemented a new system for collecting and editing content for ChiveTV's newest channel, Chive Trivia
- Daily use of salesforce to generate new leads as well as foster new relationships with creators on all social media platforms
- Sourced and edited various types of videos for use in a variety of ChiveTV's 24-hour continuous livestreams

CREATIVE PROJECTS

Personal TikTok Account

Aug 2018 – Jun 2020

- Gained over 115,000 followers by combining innovative content with a consistent posting schedule
- Created, filmed, and edited content across TikTok, YouTube, and Instagram
- Owned and operated personal merchandise brand, podcast, and social media influencer group

EDUCATION

University of Texas at Austin, B.S. in Radio-Television-Film

May 2024

UCLA TFT Professional Programs

Jun 2025

SKILLS AND INTERESTS

Skills: Final Cut Pro, Adobe Creative Suite, MS 365 Products, Salesforce, TikTok, CapCut, YouTube Studio, Instagram, Twitter, Facebook, LinkedIn, Hubspot, Canva, DSLR Cameras, Giphy, Envato, Google Products