

PAYTON O'BRIEN

Purpose-Driven Creative Leader

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(703)-579-7009

TECHNICAL SKILLS

Adobe Creative Cloud Suite
Facebook Ad Manager
Social Media Platform Analytics
MailChimp
Shopify
Canva Enterprise
WordPress
Drupal
Microsoft Office Suite

SOFT SKILLS

Collaborative
Creative
Time Management
Deadline-Driven
Communicative
Detail-Oriented
Adaptable
Self-Motivated
Experience Working in the Outdoors

EDUCATION

B.S. Degree
**Strategic Communications, Media Design
Business Minor**
University of Colorado, Boulder

EXPERIENCE

Rosetta Food Hall 09/24–Present
Social Media Manager – @Rosettafoodhall

- Developed and executed strategic social media content across platforms aligning with brand identity and business objectives
- Created high-quality visual assets, including photos, videos, and graphics, to drive engagement
- Fostered an interactive online community by responding to comments, messages, and engaging with followers to enhance brand loyalty
- Partnered with chefs and event teams to promote new products and events
- Coordinated influencer activations to expand brand reach
- Analyzed engagement metrics and optimized strategies based on performance data, improving content effectiveness and audience growth

Level 1 Productions 06/23–09/23
Marketing & Post Production Intern

- Collaborated with the Marketing Manager in social media content creation and digital marketing efforts, to engage 203K followers
- Designed and executed targeted ad campaigns to increase brand awareness and conversion rates
- Engaged with 100K+ customers via social media and SMS marketing
- Evaluated KPIs to optimize social media performance and refine strategy
- Supported brand collaborations, creating digital assets for partnerships

Leeds School of Business 01/23–12/23
Graphic Design Intern

- Designed visually compelling content and motion graphics for digital campaigns, aligning with the school's brand identity
- Created scalable digital assets for stakeholders, ensuring brand consistency
- Developed content for web, email, and print campaigns
- Designed and pitched visual presentations for key stakeholders to enhance brand engagement

CU Boulder Freeride 09/21–05/24
Creative Director

- Created digital and print promotional assets to support recruitment and event marketing
- Led content strategy and execution for the largest collegiate ski and snowboard club, driving audience engagement
- Managed Instagram and email marketing campaigns to increase membership and brand awareness

Shane McConkey Foundation 12/22–04/23
Intern

- Led digital marketing efforts for major fundraising events, increasing community participation and awareness
- Designed social media content and web assets to align with the foundation's brand and mission
- Engaged with key stakeholders, including the foundation founder, to enhance outreach and engagement strategies