

# Phil Metzger

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## Profile

*Creative individual who partners with small to mid-sized businesses to assist in reaching goals through the production of authentic, polished, and professional content for marketing, advertising, and internal purposes. Highly skilled in digital content production, editing, & management for marketing purposes.*

## Experience

**Future Legends Complex Windsor, CO**

04/2023 - Present

Marketing Manager

- Produce high-level video pieces for Professional Sports Teams and Multi-sport Complex
- Work with Art Director, Comms Director, & external partners on brand continuity & content creation
- Manage social media content, advertising spend, content production and editing, scheduling, analytics, and reporting on advertising effectiveness with recommendations
- Create visual content via photo, video, graphics, and motion graphics for various platforms
- Edit the Wordpress website with basic information, graphics, photos, videos and links
- Assist the Marketing Director with tours, public appearances, and partnership opportunities

**Mirror Marketing & Video Production Nyack, NY | Fort Collins, CO**

06/2017 - Present

Owner / Production Lead

- Film, photograph and lead interviews, on-site experiences, and project overviews for small businesses and individuals to enhance the quality of their content
- Capture clean on-site vocals and audio for an immersive final product
- Create, edit, and color-correct photos, videos, graphics, motion graphics and audio
- Refine branding for companies through digital asset creation and high quality video
- Optimize content for engagement by leveraging relevant marketing statistics and past data
- Run paid ads for Google, YouTube, Facebook, Instagram, LinkedIn, and local trade magazines
- Accurately convey the voice and tone of brands, companies, and individuals
- Perform SEO, keyword research, website audits, and meta descriptions to increase view rate
- Establish and maintain relationships with clients and vendors
- Design and maintain a content calendar for multiple networks and email campaigns
- Manage company budget, finances, and expense tracking
- Research topics and deliver polished information through blogs, social descriptions, and pamphlets

**Rainbow Design Services, Inc. Louisville, KY**

04/2016 - 05/2017

Coaxial and Fiber Network Engineer

- Designed Coaxial and Fiber installation maps for maximum comprehension for technicians
- Calculated routing of telecommunication lines and necessary equipment
- Produced fiber optic and coaxial equipment lists for purchasing

## Programs & Equipment

**Programs:** Davinci Resolve | Affinity Designer | Logic Pro | Adobe Lightroom | After Effects | +

**Equipment:** GH5s/GH6 | Mavic Pro 2 | Zoom H6 | Crane 2 | Sigma Lens | Lighting | +

**Marketing:** SEMrush | Keywords Everywhere | Google Analytics | MailChimp | Grammarly +

## Clients & Projects

**Alyssa Carr Orem, UT**

01/2023 - 04/2023

- Create social media content from received footage for Instagram, Tiktok, and YouTube
- Utilize modern editing techniques to create visually appealing and highly creative video

- Summon fair-use music and edit on-site audio to create custom audio mixes
- Conduct keyword, hashtag, and metal-working related research
- Implement new editing techniques by researching, learning, and utilizing available education

**ADC Paving** *Louisville, KY*

08/2018 - 12/2022

Marketing | Video Production & Editing | Website

- Grew company from \$3.1 million to \$6+ million in sales from digital marketing efforts
- Shot in-field and office interviews, candid videography, and drone footage
- Captured on-site audio, worked with voiceover talent, added SFX, and mixed volume levels
- Acquired or created fair use music and graphics to implement in marketing materials
- Constructed motion graphics, lower thirds, intros/outros, and logo reveals
- Created YouTube and Social Media Content from concept to posting
- Created Ads for hiring purposes and targeting customer segments for YouTube, TV, & social media
- Executed a SEO plan through keyword, competition, hashtag research and implementation
- Utilized a documentary-style highlighting transparency, quality, and professionalism
- Designed an award-winning website
- Created a podcast resource for other business owners and managers in the paving industry
- Designed physical and digital marketing material to create flow in the customers journey
- Shaped customer experience through the integration of social media, web traffic, YouTube, podcast, advertising, supporting sales assets, and review generation

**Pave It Forward** *Nyack, NY | Fort Collins, CO | Louisville, KY*

08/2021 - 02/2022

Podcast Creation | Producer | Editor

- Produced a Podcast and Internet resource "For leaders in the paving industry looking to run more efficiently, meet their ideal customer, and improve the lives of those around them through meaningful work"
- Responsible for topic research, live production, postproduction, editing, coloring, audio, legal music implementation, motion graphics creation, uploading
- Designed for YouTube Channel and Social Media Content
- Co-hosted the podcast in an interview style, prompting inquiries that led to powerful answers

**Phelps Property Maintenance** *Louisville, KY*

07/2021 - 04/2022

- Produced two promotional videos for social media and the website homepage
- Designed a website as a digital business card to increase professionalism
- Shot and implemented a customer website background video

**Other Projects**

2018 - Present

**Dominican University:** Leadership Series: Zoom interviews | Leadership Awards Video | Orientation

**Westchester Seal & Repair:** Commercial video promos & social pieces

**Marc Lehmann Spirit of Service Award Foundation:** Board member & website creation

**1791 Nation:** 9/11 Promo video | **ProducedbyAK:** Video interview & website creation

**Anjel Blue:** Rehearsal space promo video | **Nyack Chamber of Commerce:** Promo video

**Elite 3 paving:** Website creation | **Clemson Girl in the 502:** Podcast production

**Education**

**Conservatory of Recording Arts and Sciences | Master Recording Program II**

03/2010 - 12/2010

- Signal Flow, Studio & Live Recording, SFX, Foley, ADR, Troubleshooting, Linear-Based Editing

**Presentations & Awards**

**Colorado State University:** Presented on digital marketing to Masters of Tourism Students

11/2022

**National Pavement Expo:** Instructed class on digital marketing

03/2021

**"Best of the Web" - Website of the Year:** Pavement Magazine Best of Web Award

03/2020