

Travis Sandoval

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Social Media Strategy | Content Creation | Visual Storytelling

Creative professional with a passion for visual storytelling that attracts attention and meets business goals. Expert in developing visually engaging multimedia content, including video and motion graphics, to drive audience engagement and amplify brand storytelling. A team player skilled at cross-functional collaboration, managing multiple projects with ease, and turning insights from performance metrics into actionable takeaways.

WORK EXPERIENCE

Pair Eyewear • 06/2020 - 06/2024

Social Media & Community Manager • New York, NY

- Grew social followers by 200% in 6 months by developing and implementing a creative social content strategy that leveraged visual storytelling and community engagement.
- Analyzed performance metrics to adjust social content strategies, driving a 40% increase in overall engagement across channels.
- Created static and motion graphics to support product releases and brand initiatives, maintaining visual cohesion across social, email, and website.
- Led content production to support weekly product releases and evergreen content, and collaborated with Creative on major brand campaigns, delivering 18+ assets per week.
- Partnered cross-functionally on campaigns, optimizing workflow and project management to prioritize among multiple projects and urgent requests, ensuring timely content delivery.

Mix.com • 04/2019 - 03/2020

Social Media & Email Marketing Strategist • New York, NY

- Boosted social following 43% within 6 months by developing and implementing a compelling content calendar and strategy across Facebook, Instagram, Twitter, Pinterest, and LinkedIn.
- Produced cohesive brand creative including video and static content for organic and paid social media, site, and email marketing, leading to a 200% increase in social engagement.
- Collaborated with creators, community ambassadors, and partner publications on branded content and spotlight features, resulting in click-through rates over 20%.

Vrbo • 04/2011 - 09/2018

Content & Video Producer • Austin, TX

- Produced 100+ social-first videos in 1 year, driving a 60% increase in views by aligning compelling storytelling and targeted messaging with marketing and global brand initiatives.
- Managed full-cycle video production from scripting to editing, collaborating with subject matter experts to ensure concepts were translated into compelling and creative videos.

Community Manager • Austin, TX

- Produced a library of 125+ educational content pieces including articles, videos, and photo slideshows, resulting in a 10% reduction in monthly customer support contacts.
- Monitored content performance metrics to optimize video content, elevating average view completion rates to 82%.

EDUCATION

Bachelor of Science in Radio/TV/Film

The University of Texas at Austin

SKILLS

Adobe Creative Suite, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Figma, Graphic Design, Photo Editing, Video Production & Editing, Storyboarding & Script Development, Motion Graphics, Content Development, Project Management, Social Media Analytics & Reporting