

# DAVID KELLER

Brooklyn, New York

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## EXPERIENCE

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### One Kings Lane

#### Assistant Manager of Content

Manage a team of Content Specialists to deliver metrics of content data  
Work on key people initiatives such as: talent development, performance management, & retention  
Effectively prioritize existent talent capacity and utilization to maximize productivity

New York, New York  
July 2014 - Current

### One Kings Lane

#### Content Specialist

Support buying partners & vendors to acquire and ingest product metadata  
Drive Root Cause Analysis and expedient resolutions for critical issues  
Leverage technology & innovation to bring continuous improvement to the operational process

New York, New York  
Nov 2013 - July 2014

### Freelance Clients

**DANNIJO:** Video Editor for Fashion Week and the DanniJones collaboration  
**Cotton On Foundation:** Video Editor for the NYC Paramount Store opening event  
**Billabout:** Video Editor for various projects  
**Gilt City:** Event Photographer

New York, New York  
Aug 2013 - Nov 2013

### Ioda Media

#### Art Director // Strategist

Direct and oversee the production of all creative projects  
Strategize and make informed decisions about how to achieve client objectives

Portland, Oregon  
Nov 2012 - June 2013

### The Oregonian

#### Event Coordinator // Marketing Intern

Design, write copy, and photograph for print ads  
Coordinate and oversee all aspects of events to ensure they run smoothly  
Perform event set-up, tear-down, and troubleshoot any issues that arise

Portland, Oregon  
Jan 2013 - June 2013

### FIR Advertising

#### Art Director

Produce / Direct / Edit all agency photo and video work  
Proposed, pitched, and produced the creative campaign for the 2012 PSU Vikings Football Campaign

Portland, Oregon  
Jan 2012 - June 2012

## HONORS & AWARDS

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### Instagram Suggested User

On the list of suggested users for Instagram

### Buzzfeed's "23 Instagrams To Follow To Travel The World In 2014"

Named the #3 Instagram user to follow for wanderlust

### Big Sky Documentary Film Festival 2012

#### Official Selection

Directed & Produced a short documentary titled "ANEW SIGHT"



## SKILLS

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**Social Media Marketing:** Instagram, Facebook, Twitter, Google+, Tumblr, Periscope, Pinterest, Pollen, YouTube, Vimeo  
**Software:**

**Office** - Excel, Word, PowerPoint, Google Apps, Desk.com, Groupwise, Salesforce.com, Kantar

**Creative** - Photoshop, InDesign, Lightroom, Premiere Pro, Bridge, Scene7, Red Cine, FCP

**Misc** - DbVisualizer, Tableau, Google Analytics, Adwords, Apple OSX, Microsoft Windows

**Languages:** English, German, HTML, CSS, SQL, some JavaScript, some Python

## EDUCATION

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### Portland State University, School of Business, 2012 Grad

B.A. in Marketing, Focus: Marketing & Advertising