

ETHAN CLARK

MARKETING COORDINATOR | SOCIAL MEDIA & CONTENT MARKETING

New York, NY | esclark99@gmail.com | 315-335-8060 | ethanclark.app

PROFESSIONAL SUMMARY

Social media and content marketer with 5+ years planning, producing, and publishing short-form video and campaign creative for brands across entertainment, lifestyle, education, and small business. 100+ videos published across Instagram, TikTok, and YouTube for clients including New York University, Fame, Najee Rayne, LaClear, and ContentByJC — with selected results including up to 5x views, 30% engagement, and 50% audience growth. Equal parts strategist and maker: content calendars, platform-native creative, and brand systems that turn attention into audience.

EXPERIENCE

Trailblazer Media & Design

2021–Present

Founder / Creative Director | New York, NY

- Own social media content for 5+ clients: plan content calendars, develop platform-native concepts, and produce and publish short-form video across Instagram, TikTok, and YouTube — 100+ pieces delivered.
 - Grow client audiences with iterative, performance-minded content; selected results include up to 5x views, 30% engagement rates, and 50% audience growth.
 - Produce podcast marketing content — two years clipping and editing episodes into short-form clips for ContentByJC clients across platforms.
 - Build brand visual identity systems, campaign graphics, and motion assets in Photoshop, Illustrator, and After Effects.
 - Manage client relationships end to end — scoping, timelines, feedback, and delivery.
- Selected clients: New York University, Fame, Najee Rayne, LaClear, ContentByJC

D’Arcangelo & Co.

2017–Present

Graphic Designer / UX Designer

- Design 50+ marketing, branding, and digital assets supporting campaigns across print and digital channels.
- Translate business objectives into visual identity systems and creative that support brand and marketing goals.

La Colombe Coffee Roasters

2023–2026

Customer Experience & Sales | New York, NY

- Represented a national consumer brand in a high-volume retail environment; built customer relationships and drove product sales.
- Hands-on experience with how consumers respond to product, messaging, and in-store brand experience.

EDUCATION

School of Visual Arts	Flatiron School
BFA, Design — Interaction Design & Film 2021	Software Development 2022

SKILLS

Marketing	Content Strategy, Social Media Marketing, Content Calendars, Campaign Creative, Audience Growth & Engagement, Brand Development
Production	Short-Form Video, Video Editing, Videography, Motion Graphics — Premiere Pro, After Effects, Final Cut Pro, CapCut
Design	Photoshop, Illustrator, InDesign, UX/UI Design
Working Style	Client Relations, Project Management, Fast Turnaround, Customer Experience