

CJ PIXTON

YOUTUBE STRATEGIST &
CHANNEL MANAGER

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📍 Orlando, FL

WORK EXPERIENCE

YouTube Channel Manager

Contract / May 2023 - Present

Elevating brands' online presence through social media, I currently manage a portfolio of 11,000,000+ subscribers and 1,000,000,000+ monthly impressions across YouTube.

I develop a strategy tailored by analytics and data, followed by implementation via -

- Content creation, development, and optimization
- Content publishing and scheduling
- KPM-based video optimization to satisfy the algorithm
- Short and long form content distribution
- Targeting clients' ICPs organically
- Consistent analytical reporting & reflection

Senior Social Media Manager, YouTube

Sell Better / Feb. 2022 - April 2023

• Strategized, developed, and executed a data-driven social media strategy across all platforms, resulting in a remarkable increase in following (1,668%), engagement (556%), and inbound traffic (380%)

• Designed, edited, and produced engaging and visually compelling content for daily publishing across major social media channels.

• Created and implemented the company's highest-converting social media campaign, establishing it as the leading content source and driving substantial lead generation.

• Leveraged analytics to refine and optimize campaigns based on data-driven insights, ensuring maximum effectiveness and ROI.

SKILLS

- Social Media Management
- Content Strategy
- Content Creation
- Content Optimization
- Graphic Design
- Copywriting
- Video Editing
- Community Management
- Analytics

SOCIAL MEDIA STATS

30,000,000+

Followers

1,000,000,000+

Monthly Impressions

8+

Years of Experience

EDUCATION

Indian River State College

Marketing

Aug. 2019 - May 2021

Mosaic Digital Academy

Aug. 2015 - May 2017

YouTube Strategist / Channel Manager

Insider / May 2021 - Jan. 2022

Led the successful growth of over 8,000,000+ subscribers to Insider's YouTube channels.

- Developed a tailored strategy to increase Insider's organic growth on YouTube.
- Led the increase in all YouTube key performance metrics, including AVD (70%+) and CTR (20%+).
- Executed extensive keyword research to identify high performance video topics, with maximum organic reach.
- Managed content and SEO to satisfy YouTube's algorithm, resulting in a massive increase in channel growth.
- Led YouTube performance reporting to visualize MoM growth trend.

YouTube Channel Owner

YouTube / July 2016 - Feb. 2022

- Scaled my personal YouTube channel from 0 to 400,000 followers.
- Brought in 50,000,000 views organically via SEO and content optimization.
- Generated \$516,000 in ad-sense revenue.
- Produced, edited, and optimized content via Premiere Pro, Photoshop, Canva, Sony Vegas, and Audition.
- Leveraged analytics for content refinement and optimization; increasing overall performance month-on-month.
- Strategized content ideas, formatting, and concepts to increase discoverability and brand awareness.

Social Media Manager

Spa Sciences / Jan. 2020 - May 2020

- Successfully scaled the brand's social media following from 8,000 to over 1.2M followers.
 - Achieved a 2,800% increase in engagement, enhancing the brand's visibility and skyrocketing revenue.
 - Generated drastic revenue growth, tripling monthly revenue from \$30,000 to \$90,000 via strategic social media initiatives and campaigns.