

Reed Austin

radrenderingllc@gmail.com

Education	Rochester Institute of Technology - Rochester, NY Bachelor of Science in New Media Marketing Major: New Media Marketing Minor: Economics	Spring 2018 GPA: 3.20
Awards	Dean's List: Spring 2014-15, Fall 2016-17, YouTube Creator Award: Spring 2016	
Coursework	Internet Marketing, Marketing Analytics, Financial Accounting, Managerial Accounting, Advanced Production, Social media Marketing, Strategy and Innovation	
Projects	RAD Rendering, LLC - Patreon Campaign (Spring- Current) <ul style="list-style-type: none">Produced exclusive content for premium supporters of RAD Rendering, LLC. This included early access to RAD Rendering, LLC products, videos, and announcements. Dealt with retaining the loyalist customers and made specific rewards to continue their business. RAD Rendering, LLC - Perk Poster Campaign (Spring-Fall '17) <ul style="list-style-type: none">Conceptualized, created, and delivered 26 unique poster designs that were sold over the course of one year. The marketing campaign resulted in over 20,000 poster sales to 24 different countries. RAD Rendering, LLC – EE4C Event (Spring '16, 17) <ul style="list-style-type: none">Coordinated and participated in a charity fundraiser for St. Jude Children's Research Hospital raising over \$100,000 the first year and \$200,000 the second. Distributed hundreds of Charity posters across the country and globe.	
Skills	Windows, Minitab, Adobe Photoshop, Adobe Premier Pro, Adobe Audition, Autodesk Inventor, Social Media Marketing, Video Production, Contract Negotiations	
Work History	RAD Rendering, LLC Owner and CEO (2015-Present) <ul style="list-style-type: none">Leading a production firm in all aspects from content creation to financial management.Create new merchandising divisions and increased revenues by more than 200% in the second year of operations. Conduct multiple marketing campaigns that yielded excellent return on investment. Monroe Community College Economics Tutor (2015-2016) <ul style="list-style-type: none">Educated students enrolled at MCC in the field of Micro, Macro, and Managerial Economics. Director of Tora-Con Convention Guest Relations (2013-2016) <ul style="list-style-type: none">Conducted contract negotiations to obtain high profile voice actors to perform at Tora-Con. Organized and planned scheduling for a 3,000-person convention. RADAUSTIN27 Director and Content Creation Head (2009-2014) <ul style="list-style-type: none">Launched video productions and entered the video market on YouTube. Performed analytical analysis to improve viewer engagement, watch time, and increase channel revenue based on AdSense.	
Activities	Athletic conditioning, Baseball, and Cross Country	