

Call 1.281.917.4205

Email [create@getidealvisuals.com](mailto:create@getidealvisuals.com)

# TREVOR CHAPMAN

DIGITAL STRATEGIST  
CONTENT CREATOR

 [trevorleechapman.com](http://trevorleechapman.com)

2019

## To Whom it may concern,

Passion for seeing growth in myself and others has lead me to develop expertise in digital marketing and advertising. Recently, I helped a Clean Juice franchise location see 31.1% in net sales growth over 11 weeks. 11.1% is directly contributed to digital strategy. My current expertise include Google Business, Location Listing, & App management of SEO, SEM, and advertising along with geo/demographic clarification/targeting and social media design, strategy, & management.

Before focusing on digital strategy, I provided video and graphic production services to over 120 corporate, small business, and creative arts clients for 8 consecutive years. I personally worked and supervised projects with clients such as; Exxonmobil, Bellasnova, Colgate, Peixe Bela Vista, Texas Smile, and Adams Davy. Projects ranged from planning and executing digital media campaigns to singular projects such as commercials, short films, documentaries, TV Shows, music videos, print and digital graphics, etc. The list of project types feels endless. During these projects, I've used a wide range of DSLR cameras including Panasonic, RED, Nikon, & Sony. Each project was created with Abobe Suite, using Premiere, After Effects, Photoshop, Illustrator, and Audition among others.

My creator journey began in support of local ministry in Houston, TX. I found I had a real knack for it. Soon, I had a slew of outside clients generated via word of mouth. When I was asked to help on my first project with Exxonmobil, I thought it would be a good idea to start an official business, Trevor Lee Films. The business turned out to be a dream, winning 2 awards for director of the year, and working with notable companies & brands.

Over the years, I found myself helping more businesses in market strategy and cultivation of social media content. It's been amazing to see the fruits of my own growth and knowledge.

Best,

TREVOR CHAPMAN

# TREVOR CHAPMAN

CONTENT CREATOR | DIGITAL STRATEGIST

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 [trevorthecreativedirector.com](http://trevorthecreativedirector.com)

## DIGITAL MARKETING:

GOOGLE ADS & ANALYTICS  
FACEBOOK ADS MANAGER  
INSTAGRAM, TWITTER  
SNAPCHAT ADS  
YOUTUBE STUDIO & ADS  
GROUND TRUTH  
HOOTSUITE, ETC...

## ADOBE SUITE

PREMIERE  
AFTER EFFECTS  
PHOTOSHOP  
ILLUSTRATOR  
LIGHTROOM  
AUDITION  
MUSE  
XD

## GENRES

VIDEO PRODUCTION  
PHOTOGRAPHY  
GRAPHIC DESIGN  
SOCIAL MEDIA  
WEB DESIGN  
E COMMERCE  
DIGITAL ANALYTICS  
& STRATEGY  
DIGITAL ADVERTISING  
SEO, SEM

## EXPERIENCE

January 2019 - March 2019

### Clean Juice (Twickenham)

Marketing Manager | Content Creator

3 Month Contract: Develop, manage, & execute local/digital marketing strategy. This strategy includes google business, social media, & local community relationships analysis & management.

2017 - Present

### Diamond Wedding Visuals & Upwork.com Freelancer

Freelance contracted work in all skill sets referenced above.

2011 - 2017

### Trevor Lee Films

Video Producer | Content Creator | Project Manager

At Trevor Lee Films I managed a small team of 8 contractors providing video and graphic production services to corporate, small business, and creative arts clients. Projects ranged from planning and executing digital media campaigns to singular projects such as commercials, short films, documentaries, TV Shows, music videos, print and digital graphics, etc.



## AWARDS

2015

### Director of the Year

Honored as Director of the Year in Houston, TX in 2015 by the "Hunger Awards". Awards are voted on by public survey of over 1,000 people.

2014

### Director of the Year

Honored as Director of the Year in Houston, TX in 2014 by the "Hunger Awards". Awards are voted on by public survey of over 1,000 people.



## EXPERTISE

- O Video Production
- O Photography & Edit
- O Digital Content Design
- O Analysis for Digital Marketing
- O Social Media Engagement



## REFERENCE

Project Controller | Exxonmobil

### Cindy Pujol

Phone : 1.713.859.9550

Email : [cindypujol@gmail.com](mailto:cindypujol@gmail.com)

Store Manager | Clean Juice

### Jason Burgess

Phone : 1.256.503.9358

Email : [david@iveyhsv.com](mailto:david@iveyhsv.com)

Director of Marketing & Media | Breeden Effect

### Jay Navejas

Phone : 1.832.622.5121

Email : [jay@breedeneffect.com](mailto:jay@breedeneffect.com)

Real Estate Broker

### Brenda Hinshaw

Phone : 1.256.213.6887

Email : [Brendahinshawrealter@gmail.com](mailto:Brendahinshawrealter@gmail.com)

## EDUCATION

2006 - 2007

### Sound Recording Technology

Texas State University