

# Brett Park

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Strategic and creative social media marketing professional of over five years, driving brand growth and engagement in the entertainment, fashion, and tech industries. Deep understanding of digital trends and content creation, including proficiency in video editing and influencer management. Skilled at leveraging analytics to inform content strategy and execute innovative, results-driven storytelling across platforms.

## RELEVANT WORK EXPERIENCE

### Social Media Consultant

January 2025 - Present

Freelance | New York, NY

- Manages social media strategy and content creation across platforms for clients such as B&A Reps, DAWANG, and Nunchi, developing and executing campaigns that increased engagement by up to 600% in three months.
- Produces and edits video and graphic design content, aligning each client's unique brand aesthetic and voice with key digital and industry trends across Instagram, TikTok, and YouTube Shorts.
- Analyzes key performance metrics to evaluate campaign efficacy, adjusting content strategy to enhance engagement, follower growth, and overall brand visibility.

### Content Creator

2019 - Present

@brettipaint | Los Angeles, CA

- Cultivated a social media following of over 1 million and counting across TikTok, YouTube, Instagram, and Snapchat, consistently creating engaging video and photo content that has garnered over 500 million views.
- Partners with major brands like Crayola, Notion, and Wix as part of large and small-scale social media campaigns to drive brand awareness and engagement.
- Negotiates influencer contracts, including sponsorship usage rights and brief deliverables, to build mutually beneficial, long term relationships with brands.
- Expands personal brand presence beyond digital media, extending to features on the cover of LA Times, Complex, and Joysauce as well as a guest lecture at the UC Berkeley MDes Program.

### Founder & Creative Director

Aug. 2022 - March 2024

ArtTok Collective | Los Angeles, CA

- Organized a collective of 50 art-related influencers with a combined following of over 15 million to execute public-facing initiatives that build creative communities online and make art more accessible.
- Led a select subset of 25 artists in an ongoing, large-scale collaborative, sketchbook with over 500k views and counting, managing internal communications and development and execution of deliverables.
- Launched the Stick Figure Project archiving over 750 drawings from artists around the world and garnering over 200k views across platforms in one week.

### Social Media Manager

March 2021 - Jan. 2022

Bubblehouse | New York, NY

- Spearheaded organic and paid social media campaigns at the intersection of tech, AI, and art, across digital platforms, driving over 30,000 app downloads and increasing the follower base by 8,000%.
- Managed the creation, publication, and optimization of content across social channels, leveraging paid social strategies to amplify brand visibility and engagement.
- Developed targeted paid social campaigns to reach key demographics, optimizing ad spend for maximum ROI and conversion rate.

## EDUCATION

University of Southern California | B.A. in Communication and B.A. in Art

May 2024

3.99 GPA, Discovery Scholar Award, Outstanding Senior Art Award, Renaissance Scholar Distinction, USC Associates Scholar

Yale Norfolk School of Art

July 2023

Art Residency

## TECHNICAL SKILLS

Adobe Premiere Pro | Adobe After Effects | Adobe Photoshop | Adobe Illustrator | Final Cut Pro | Microsoft Excel & Data Reporting | Mailchimp | Artlogic | Sprout Social | Later