

Combining 12 years of graphic design experience, journalism, and a love for data, Bryce has created thumb-stopping content across all social platforms.

Using the determination learned from cycling at a world-class level, Bryce relentlessly strives to be better. True curiosity and a love for learning compounded with ambitious goal setting has led to freelance projects with an NBA team, Red Bull, Olympic Gold Medal-winning bike graphics, and over a billion impressions on social media.

When Bryce isn't working he can be found trying new restaurants, walking his dog Henley, watching youtube, exploring by bike, or taking a road trip.

SKILLS

Social Media
Graphic Design
Video Editing
Production
Branding

TOOLS

Illustrator
Photoshop
After Effects
Premiere Pro
WordPress
MailChimp
HubSpot
CreatorIQ
Jira
Asana
Monday
Brandwatch
Slate Teams
Chat GPT-4

Cirque du Soleil

April 2022 - Present

Full Time

Social Media and Influencer Relations Manager

- Produce campaigns for paid/organic social, OOH, and digital marketing (ideation, planning, and editing).
- Onboard creative agency to efficiently produce over 1,000 assets for paid and organic social in less than a year.
- Manage creative projects in Asana, Jira, Monday, and Podio
- Launch new TikTok with 24M+ views and 20K followers.
- Curate and collaborate on content with corporate partners
- Guide Intern to oversee community management.
- Regularly report results using dashboards.
- Launch paid influencer strategy for seven resident shows.
- Implement software to create on-brand content at scale.

Spiegelworld

Jun 2021 - April 2022

Full Time

Social Media Lead

- Launch TikTok with 52M+ views and 145K+ followers.
- Create a social gif strategy with 150M+ impressions.
- Increase Instagram following by 47%.
- Send weekly newsletter to 100k+ recipients via Hub Spot.
- Onboarded Hootsuite to manage 17 social accounts.
- Create content for organic and paid social (IG, TikTok, FB, Twitter, LinkedIn, GIPHY and Pinterest)
- Design content for casino partners social accounts.
- Influencer relations (75 visits with 100M total followers).

Dream Racing

Mar 2019 - Jun 2021

Full Time

Graphic Designer / Marketing Assistant

- Create marketing presentations for high end clients, including: Pirelli, Kawasaki, Lamborghini & Dom Pérignon.
- Create paid and organic content for FB and IG.
- Grow TikTok account from 0 to 50K followers in 1 year.
- Retouch and color correct photos for print and digital use.
- Maintain and update WordPress website.
- Manage MailChimp campaigns to mailing list of 70K.
- Create a social gif strategy with over 30M+ impressions.

FRNDS Agency

Dec 2020 - March 2021

Part time internship

Graphic Design / Marketing Intern

- Design and strategize paid social ads.
- Implement a social gif strategies for e-com clients.
- Use after effects to create engaging digital ads.
- Currate and design weekly content for Pinterest.

BMX NEWS

Jun 2013 - July 2016

Part time contract work

Head Writer

- Write various editorial columns with over 60K views/week.
- Take photos: cover industry events and tradeshow.
- Manage Facebook Page.
- Take and edit photos for news stories.

EDUCATION

UNLV

2016-2021

Bachelors Science of Business Administration - Marketing
Completed degree part time at night while working full time.