



# ERIC CHARLES

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## EDUCATION

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**Bachelor of Arts** | Graduated: December 2016 | University of Kentucky | GPA for major: 3.838

**Major:** Art Studio **Minor:** Digital Arts **Other coursework:** Computer Science, Web Design, Ceramics, Photography, Videography

## SKILLS & ABILITIES

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**Coding languages:** HTML, CSS, Java/jQuery, C++, Python, BASIC

**Web Design/Marketing:** DealerSpike, 3DCart/Shift4Shop, BigCommerce, WordPress, Weebly, Bluehost

**Adobe Programs:** Photoshop, Lightroom, AfterEffects, Premiere, Illustrator, Acrobat, Creative Cloud

**Social Media:** Meta Business Suite, Instagram, TikTok, YouTube, Facebook/Meta

**Other programs:** MS Office, Blender, DaVinci Resolve, CapCut, Rhino, ZBrush, Cura, UE4, LightSpeed, Fishbowl

**Web Apps:** LottieFiles, MailChimp, ShipStation, Avalara, QuickBooks

**Experience in:** Product photo/videography, marketing, 3D animation, VFX, & graphic design

## WORK EXPERIENCE

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### Central KY Motorsports | Marketing Manager | May 2024 - Present

Manage all social media accounts (Meta, Instagram, TikTok, YouTube), producing and posting original content on a consistent schedule. Responsibilities span photography, videography, graphic design, VFX, and 3D animation. Oversee inventory photo management, website updates, new page creation, and full SEO strategy. Licensed to operate motorcycles and experienced riding the full product lineup including ATVs, side-by-sides, go-karts, mopeds, and dirt bikes.

**Content impact:** Produced reels exceeding 6M+ views across platforms (top single post: 4.6M on Facebook, 1.9M on Instagram); GIFs at 7.7M+ views; TikTok filters with 156K views & 38K tries, ranking in the top 5% of effect creators.

### Archway Biopharma | NOX CBN Sleep Aid | Digital Marketing & Web | January 2022 - May 2024

Joined as an early-stage hire alongside one other team member handling daily operations, with two overseas investors involved in broader strategic decisions. Led creation of both company websites, branding, content creation, and administrative decision-making including daily procedures, quality control standards, and provider setup for the parent company and its e-commerce child brand.

### GossHall Systems | Amazon Delivery Driver | August 2021 - January 2022

### Om Vapors | Graphic Designer, Web Designer, 3D Artist, Production | January 2018 - April 2021

Wore many hats at this small company: designed product labels and ad assets, handled product and promotional photography, built and maintained the website, and modeled/3D-printed custom components to adapt manufacturing equipment. Developed strong instincts for self-direction and high-impact decision-making in a lean team environment.

### Independent Contracting | April 2017 - Present

Work directly with clients on custom contracts covering web development (Om Vapors, NOX, Archway Biopharma, Almazan Lending Group, Everything Rocks Masonry, Complex Machining, & more), product concepts & animations (Lumia Stream, XEL Labs), and video production for clients including Everything Rocks Masonry and Type Blue Band, generating 100K+ YouTube views across channels.

**Uber Driver** | April 2017 - January 2019

**Papa Johns Delivery Driver** | February 2016 - June 2018

**Amazon Warehouse** | November 2012 - January 2013