

MALACHI WATSON

New York, New York
BFA in Musical Theatre, Indiana University

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(316) 670-6991

PREVIOUS EMPLOYMENT

Professional Dancer, Singer, and Actor	2019-Present
- Forestburgh Playhouse, Constellation Stage & Screen, Forum Theatre Co, etc.	
Sales and Service Associate at Alo Yoga (SoHo Flagship)	2024-Present
- 2024 Alo Spirit Award Recipient (integrity, kindness, & relentless pursuit of excellence) - June 2025 Employee of the Month	
Personal Assistant, Content Strategist, and Short-form Media Aide	S/S 2025
- Media-batching and task-support for TikTok accounts @ZarahKelleher (288K) and @DukeTheGolden (468K) - Scripted sponsored content based on briefs from fortune 500 companies - Video and still photography for sponsored brand deals and gifted events	
Youth Educator, Coach, Choreographer at Broadway Bound, Logan, Utah	2023
Manager, Strategist, Head of Copy @IUMusicalTheatre Instagram	2021-2024
- Public-facing Instagram for the BFA in Musical Theatre program at Indiana University Bloomington - Planned, photographed, and wrote description copy for in-feed posts - Designed carousel slides using Adobe suite - Coordinated story-takeovers - 333% growth in follower reach by position end - Lead manager: 2021-2022, Co-manager: 2023-2024	
Digital Media Coordinator for Black Enough Web Series (@BlackEnough__)	2019-2025
- Used episode transcripts to craft search-optimized copy for descriptions - Curated relevant tags for YouTube and Instagram based on previous performance and trend forecasting - Scheduled content across social media platforms - Edited and trimmed shorts for preview launches of weekly episodes - Designed in-feed and story posts using Adobe Lightroom - Curated filler posts to correspond with color schemes of video clips	
Video Editor, SEO Strategist (youtube.com/MalachiWhatsUp)	2013-2021
- Amassed 910K+ lifetime views and 7,500+ subscribers - Filmed and edited 1080p footage for 1-2 videos weekly - Utilized Adobe Premiere, Final Cut Pro, Garage Band, and iMovie - Designed compelling thumbnails using Adobe InDesign and Canva - Used Google SEO to increase video visibility - Selected advert markets to increase RPM (revenue per 1000 views) - Optimized ad-breaks to fall at ideal points and keep users on platform - Managed sponsorship and ad revenue - Targeted content toward niche market of teen boy fashion and lifestyle - Collaborated with other creators nationwide and internationally	

COMMUNITY INVOLVEMENT

Teacher at Movement Cooperative, Bloomington, IN	2021-2022
Editorial Staff of SEASON Fashion Magazine at Indiana University	2020-2022
Choreographer for IU University Players	2022
Chair of Mayor's Youth Council's Diversity Committee, Wichita, KS	2018-2020

HONORS AND AWARDS

George Pinney Scholarship Recipient (IU Musical Theatre Founder)	2023-2024
IU College of Arts & Sciences-Hudson & Holland Partnership Award	2023
Indiana University Dean's Scholarship	2020-2024
National Scholastic Press Assn. Editorial Write-Off Honorable Mention	2018