

MALACHI WATSON

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

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DIGITAL MEDIA

- 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_)** 2019-2023
- Used episode transcripts to craft search-optimized body copy for YouTube 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 upcoming 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 Final Cut Pro, Garage Band, and iMovie for video content
 - Designed compelling thumbnails using Adobe InDesign and Canva
 - Used Google SEO to increase video visibility
 - Selected advert markets to increase RPM (revenue per mil)
 - 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 boys interested in fashion and lifestyle
 - Collaborated with other creators nationwide and internationally

RELATED EXPERIENCE

- Editorial Staff of SEASON Fashion Magazine at Indiana University** 2020-2022
- Staff Editor, Designer, and Feature Writer for Bluestreak News Publications** 2017-2020

PREVIOUS EMPLOYMENT

- Professional Actor, Singer, and Dancer** 2019-Present
- Constellation Stage & Screen, Utah Festival Opera, Forum Theatre Co, etc
- Youth Educator, Coach, Choreographer at Broadway Bound, Logan, Utah** July-August 2023
- In-Shop Worker and Delivery Driver at Jimmy Johns, Bloomington, IN** May-September 2021
- Server's Assistant at Redrock Canyon Grill, Wichita, KS** May-September 2019

COMMUNITY INVOLVEMENT

- Teacher at Movement Cooperative, Bloomington, IN** 2021-2022
- 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