

# CLAYTON SPINNEY

DIGITAL MEDIA  
SPECIALIST

Warrenton, Virginia

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## SKILLS

**PROGRAMS:** Adobe Suite (Photoshop, Premiere, Illustrator, InDesign, After Effects, Audition), Microsoft Office, Google Docs Suite, Zoom, Sendible, Bitly, Vista Social

**PLATFORMS:** YouTube, TikTok, Instagram, Facebook, X, WordPress, Wix, Netlify

**CERTIFICATES:** Kellogg Executive Education – [Digital Marketing Strategies](#)

## EXPERIENCE

### **Tax the Greedy Billionaires** • Digital Media Consultant (*Short-Term Contract*)

*January 2025 - Present, Washington, D.C.*

- Devised complete campaign branding.
- Oversaw design, launch, and maintenance of website.
- Design graphics for web, social media, and print.
- Film and produce video content for social media.
- Support project management and partner development.

### **Guns Down America** • Creative Director

*September 2018 - December 2024, Washington, D.C.*

- Oversaw complete organizational rebranding in advance of 5th anniversary.
- Supervised work of content manager, independent contractors, and interns.
- Managed social media accounts and tracked statistics.
- Created graphics and videos for social media, website, and newsletter use.
- Designed and published reports, white papers, and a recurring digital journal.
- Managed email program (80,000+ subscribers).

### **CGI Communications** • Freelance Videographer

*September 2011 - July 2021, Central Maine & DMV Areas*

- Coordinated with business owners to shoot material for 60-90 second spots.
- Quickly found and composed shots to suit the needs of provided script.
- Lit, filmed, and ran sound on talking head and green screen segments.

### **KnifeCenter** • Social Media Manager/Video Production Lead

*June 2015 - September 2018, Fredericksburg, VA*

- Created daily videos optimized for YouTube, Facebook, and Instagram.
- Took lifestyle images of products for newsletters.
- Oversaw constant, steady growth of social media platforms (**fully organic Instagram growth of over 90,000 followers**).
- Wrote copy for social posts and four sales newsletters per week.

### **Creative Color** • Digital Display Designer

*May 2013 - June 2015, Fredericksburg, VA*

- Created videos and graphics for digital signage platforms.
- Installed and serviced televisions and media computers for digital signage.
- Set up and designed websites.
- Designed and supervised print projects.