

Christian Wilcox

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Education

Arkansas State University | Jonesboro, AR

- Bachelor of Science in Creative Media Production, Emphasis in Corporate Media, & Certification in Sports Production; Minor in Marketing
- GPA: 3.93; Graduation Date: May 2026; Graduated Magna Cum Laude/University Honors

Experience

Content & Media Manager | CTRL Theory Media | Kansas City, MO | September 2026 - Present

- Direct and produce all CTRL Theory Media content
- Conduct client research and outreach, creating and pitching campaigns to prospective clients
- Create and schedule social media content for clients

Marketing Services Coordinator | CTRL Theory Media/The Solutions Group | Jonesboro, AR | June 2026 - Present

- Provide administrative assistance to account services: responding to clients, handling production & creative deadlines, & media placements to ensure continued progress of client workflow; proofread copy, artwork, agency & printers' proofs
- Assist with direct marketing efforts; handle intake prospects, including facilitation of early client communications
- Continue all Marketing/Video Intern responsibilities as listed below

Marketing/Video Intern | CTRL Theory Media/The Solutions Group | Jonesboro, AR | April 2025 - June 2026

- Film and produce social media ads for clients, utilizing Hootsuite and Sprout Social to analyze trends and engagement
- Edit videos for clients with Adobe Premiere Pro and DaVinci Resolve
- Organize content calendars for clients using Zoho

Station Manager | ASU-TV | Arkansas State University | August 2022 - May 2023; August 2024 - May 2026

- Creator, director, host, & editor of "The Rip-off," a comedic talk show inspired by "The Eric Andre Show" & "Between Two Ferns." Finalist for Best Variety Show in the 2025-26 Intercollegiate Broadcasting System College Media Awards
- Directed 3 live political debates, led a team of 15 students across a social, graphics, streaming, set, and audio team, & technical directors; Won "2nd Place - Television Political Coverage" from the Arkansas College Media Association
- Fulfilled a variety of roles such as audio, camera, and technical director for "You, Me, and the Community," Winner of "Best Live Video Production" from the 2023 College Broadcasters Inc. National Student Production Awards

Leadership & Service

Public Relations & Social Chair | Alpha Lambda Delta | Arkansas State University | August 2023 - May 2025

- Increased activity on Instagram, leading to a 13% increase in followers
- Promoted events on Instagram & in the school newsletter; increasing knowledge of our events & increasing attendance
- Worked with other board members to create and organize events and service projects to increase member involvement

Chancellor's Leadership Class | Arkansas State University | August 2023 - April 2024

- Selected as 1 of 20 sophomores to be a part of leadership program
- Attended weekly meetings and learned from on- and off-campus leaders in a variety of fields to become a better leader
- Collaborated with other members on a service project to help students deal with loneliness

Skills

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| • Microsoft Office & Google Suite | • Davinci Resolve | • Hootsuite |
| • Adobe Premiere Pro | • Social Media Marketing | • Team Leadership |
| • Video Production | • Content Creation | • Project Management |