



EICHEL DAVIS

SOCIAL MARKETING AND VIDEO PRODUCTION | St. Louis MO – 314.422.8831 – EGD283@mail.missouri.edu

HELLO. I'M EICHEL DAVIS.

Since I can remember, I've been creating things. From videos, to graphics, to simple pictures, I aim to tell a story. A story that not only resonates with the people involved, but with everyone who comes across it.

NOTABLES

- **Founder of CW Publications and Designs**
- **Author of 8 Novels** (150+ Page Each)
- **Creator of Bark Mobile App**
- **University of Missouri (Mizzou) Baseball Social Content Creator and Coordinator**

EXPERIENCE

MIZZOU BASEBALL SOCIAL MEDIA AND VIDEO CORDINATOR

Sept 2014 – Present

- **Video Producer for Mizzou Baseball**
Provided promotional videos for special occasions, Home Openers, SEC tournaments, etc. Videos averaged around 2,500-3,000 views on Facebook alone. [[CLICK HERE](#)]
- **Content Creator and Coordinator for Missouri Baseball Instagram (@missouri_baseball).**
Created graphic design material for Instagram. Increased page followers from 230 followers to over 3,500+ in 11 months, and increased likes from approx. 20 to roughly 250+ likes per media.
- **Co-Administrator for Mizzou Baseball's Facebook page.** Created approx. 80% of all graphics and posts on page. Increased likes from approx. 2,200 likes to 3,550+.

MIZZOU BASEBALL STUDENT MANAGER

July 2014 – Present

- **Director of Mizzou Baseball Student Section, Tigers On Deck:** Raised money and managed a team of 7. Created all promotional material and gained over 160 sign-ups in 3 months. Managed Twitter and Instagram Accounts for the group. Created partnerships with local businesses.
- **Liaison between Mizzou Baseball and Puppies With Purpose (Charity).** Managed meeting times between the organization and Mizzou Baseball. Created content and photographed for promotional events.
- **Performed Day to Day duties involved with Baseball Operations.** Set up the field for practice. Put out grass savers, nets, etc.

A&W PRINT SERVICES

May 2014 – Aug 2014

- **Designed Graphics** for weddings, birthdays, sporting events, and company brands.
- **Designed and created websites** for businesses using various platforms

PRINT/ SOCIAL MEDIA EDITOR FOR THE WESTMINSTER NEWSPAPER

Aug 2013 – May 2014

- **Managed /Approved newsmagazine layout prior to release.** Implemented final design changes in the issue, and created a coherent look through the paper. This included placing headers and pictures.
- **Designed graphics and managed online appearance.**
- **Managed all social media accounts.** Grew Twitter account by 90%. Contributed to the overall growth of our Facebook page. Maintained a coherent feel between all social media platforms.

EDUCATION

UNIVERSITY OF MISSOURI-COLUMBIA

2014 – PRESENT

B.A. in Digital Storytelling and Social Branding

WESTMINSTER CHRISTIAN ACADEMY

2008 – 2014

High School Diploma

SKILLS

Adobe InDesign – Adobe Photoshop – Adobe Premiere Pro – Final Cut Pro – Microsoft Office – Mobile Design – Social Marketing – Mobile Video Production – Social Media Data Analysis – Writing – Public Speaking – Twitter – Instagram – Facebook Pages – Periscope – Vine – Pinterest – Print Design – Marketing Campaign Implementation – 3 Semesters of Collegiate Spanish – Sports Video Production – DSLR Camera Operation – Photo Editing

PORTFOLIO

PERSONAL ACCOUNTS

- **Twitter** (@EichelGDavis)
- **Instagram** (@EichelGDavis)
- **Facebook** (Eichel Davis)
- **YouTube** (Eichel Davis)

VIDEO PRODUCTIONS

- **Video Projects By Eichel Davis**
- **Mizzou Baseball Productions**
- **Lifestylez Ski Promo 2015**

Youtube.com/EichelDavis
 Facebook.com/MizzouBaseball
 Youtube.com/MizzouBaseball
 Youtube.com/EichelDavis

INSTAGRAM

- **Missouri Baseball** (@missouri_baseball)
- **Tigers On Deck** (@mutigersondeck)

Sept 2014 – Present
 Sept 2015 – Present

FACEBOOK PAGES

- **Mizzou Baseball**
- **Created And Written**
- **The Wildcat Roar**

Sept 2014 – Present
 March 2011 – Present
 Aug 2013 – May 2014

TWITTER ACCOUNTS

- **Tigers On Deck** (@mutigersondeck)
- **CW Publications** (@CWPublications)
- **The Wildcat Roar** (@WCARoar)
- **WCA Managers** (@wcamanagers)

Sept 2015 – Present
 July 2012 – Present
 Aug 2013 – May 2014
 June 2011 – May 2014