

Trevor Hutchens

Los Angeles, CA

Digital Marketing · Content Strategy

(562) 547-4025 · trevhutch97@gmail.com

PROFESSIONAL EXPERIENCE

Content Creator & Video Editor

veggibeats (Independent Content Brand) | Los Angeles, CA | *Oct 2021 – Present*

- Produced, edited, and published 500+ short-form videos across TikTok, Instagram Reels, and YouTube Shorts, accumulating 1.2M+ followers.
- Edited videos optimized for platform-specific algorithms, utilizing trending audio, hook strategies, and caption overlays to maximize retention rates and engagement.
- Analyzed performance metrics (i.e. average watch time, completion rate, shares) to refine editing approach and identify high-performing content formats, resulting in significant engagement improvement.
- Managed end-to-end video production workflow from concept to final export, including shooting (iPhone + DSLR), editing (Premiere Pro, CapCut, InShot), color grading, and audio mixing.
- Created branded video content for partnerships with SweeTARTS, Bud Light, Billboard, Propel, and Adobe, delivering on-brand edits that met client KPIs for reach and engagement.
- Edited promotional video content for multi-city tours, including behind-the-scenes footage, event recaps, and teaser campaigns — all optimized for social platforms.

Digital Marketing Coordinator

The Aesthetic Immersion | Brea, CA | *Jan 2021 – Oct 2021*

- Designed visual assets for email marketing campaigns, landing pages, and social media using Adobe Creative Suite (Premiere, Photoshop, Illustrator).
- Produced graphic assets and sales funnels for a mentorship program that generated \$100K+ in revenue.
- Managed web design projects and created branded templates, ensuring visual consistency across all marketing touchpoints.

Digital Marketing Assistant

Taxrise | Irvine, CA | *Nov 2019 – Aug 2020*

- Collaborated with creative team to develop content strategy and identify trending formats for social-first video campaigns.
- Produced audio recordings and edited video assets for internal marketing automation systems, supporting cross-functional operational needs.

TECHNICAL SKILLS & TOOLS

Video Editing & Production

Adobe Premiere Pro · CapCut & InShot (Mobile Editing) · Ableton Live (Audio Editing)

Design & Creative Tools

Adobe Photoshop · Adobe Illustrator · Canva

Platform Expertise

TikTok (1.2M followers) · Instagram Reels (290K followers) · YouTube Shorts

Additional Skills

Copywriting & Scriptwriting · Sound Design & Audio Mixing · Content Strategy & Planning · Brand Voice Adaptation

EDUCATION

B.S. Music Business

Middle Tennessee State University | Murfreesboro, TN | *Sep 2016 – May 2019*

Undergraduate Studies

California State University, Long Beach | Long Beach, CA | *Sep 2015 – May 2016*

LANGUAGES

English · Spanish