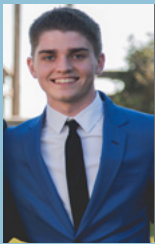


# Tanner Gatlin



## About

Marketing professional with 3 years of experience in social media management & marketing analytics. Professional experience with 4 years in photography & videography. Looking for a full time role in Marketing.

## Contact

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[www.gatlinfilm.com](http://www.gatlinfilm.com)

1305 East 76th Street  
Kansas City, Missouri 64131

# Experience

**Marketing & Communications Coordinator** 2019-2020  
**American Franchise Capital**

- Schedule and coordinate designs for email marketing for our 49 Applebees locations
- Developing email club benefits and promotions
- Develop and schedule, social media marketing through Sprinklr for our 49 Applebees locations
- Provide ROI and analytical reports on social media marketing and email marketing
- Assist with pricing analysis across our Taco Bell markets and competitors
- Develop & Execute marketing campaigns

**Digital Media Coordinator** 2018-2019  
**American Franchise Capital** Promoted

- Creative, skilled social media expert with three years of experience managing social media accounts
- Assisted the recruiting team with developing & implementing social media strategies
- Measure performance of campaigns & translate that data into reporting that is digestible and actionable.
- Utilized social media analytics tools such as Sprout Social to track consumer engagement & draw conclusions about user data

**Sr. Live Content Creator** 2018–Present  
**National Football League (NFL)**

- Shooting Kansas City Chiefs football games, both videography and photography
- Providing real time images and videos for National Football League, the Kansas City Chiefs and the opposing team
- Providing game day content for marketing promotions, sponsorship activations and production shows or streaming on social media, all for the NFL

**Live Content Creator** 2018 Season  
**Major League Baseball (MLB)**

## Education

• Colorado Christian University  
Lakewood, Colorado 2014-2015

• Newcastle High School  
Newcastle, Oklahoma 2010-2015

## Skills

Google Ad-Words



Videography



Photography



Social Media Marketing



Adobe Premiere



Adobe Lightroom



Photoshop



Sprout Social



# Samples of Work

**Personal Social Media Accounts:**

<https://www.instagram.com/tannergatlin21/>

<https://twitter.com/tannergatlin21>

**Photography:**

[www.gatlinfilm.com](http://www.gatlinfilm.com)

<http://www.nfl.com/photoessays/0ap3000001034911/kansas-city-chiefs-tight-end-travis-kelce-joins-wedding-of-chiefs-fans>

**Videography:**

[www.gatlinfilm.com](http://www.gatlinfilm.com)