

Reese Sanders

muffineditsyt@gmail.com

Video Editor / Social Media Specialist

www.muffinedits.com

Education

Brigham Young University

B.A. in Communications
Minor in Computer Science

Skills

Communication

Community Building

Task Management

Public Speaking

Event Planning

Creativity

Google/YouTube Ads

Google Analytics

Google Search Console

SEO

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

Adobe Audition

OBS/Livestreaming

Excel/Google Sheets

Google App Scripts

HTML/CSS/JS

WordPress

Experience

Muffin Gameshows YouTube Channel | Content Creator and Video Editor

April 2025 - Current | Remote

- Grew a YouTube gaming channel from 0 to 4k subscribers in 6 months, generating 925K views and 73K hours of watch time
- Shot and edited long and short form content for YouTube, YouTube Shorts, TikTok and Instagram Reels
- Planned and hosted events, watched by 500 live viewers
- Created and managed a community Discord server with 400 active members
- Researched current trends, topics, memes and slang to ensure content resonated with the target audience
- Designed thumbnails and social media branding assets using Adobe Photoshop
- Wrote titles, descriptions and tags optimized for discoverability and engagement

Evergreen Web Development | Founder and Owner

Aug 2023 - April 2025 | Remote

- Coordinated with marketing and design teams to build custom websites
- Doubled overall site clicks by making a web application to generate wiki pages optimized for search engines
- Managed client relations, contract negotiations and invoicing
- Created educational content for clients and team members

Hooley and Burch | Director of Web Operations

April 2021 - July 2023 | Remote

- Recruited, trained and managed a team of 9 to build web pages and implement SEO recommendations for 11 clients
- Used project management programs to track task progress and ensure on-time deliverables
- Created and pitched project briefs to clients

BYUtv | Marketing Assistant

Sept 2019 - July 2021 | Provo, UT

- Planned and executed digital marketing campaigns for 5 TV shows
- Created 36 videos for “The Wizard of Paws” TikTok page, resulting in 365K organic views and 8.5K followers