

LIAM ABBOTT

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EDUCATION

Bachelor of Fine Arts, Film Production (Editing Emphasis), Entrepreneurship Minor

Chapman University, Dodge College of Film and Media Arts, Orange, CA

3.86 GPA

- Graduated Magna Cum Laude
- Hesperian Scholarship: Academic scholarship based on entering GPA, Provost List (all 8 semesters)

RELEVANT EXPERIENCE

SnowBrains, Park City, UT (*Remote*)

July 2023 – Present

Creative Director & Social Media Manager

- Oversee entire social media production that reaches over 350 million impressions/year to our over 500,000 followers
- Monetized social channels to increase sales revenue from 5% to over 40% of total sales volume, and directly execute 100% of that content
- Grown all socials during my tenure: Instagram by 38%, Facebook by 31%, TikTok by 1,400%, YouTube by 290%
- Led company design rebrand, website redesign (first in company history)
- Responsible for spearheading all sales and marketing material - media kits, case studies, etc.
- Spearheaded company transition to task-management software (Click-Up) and company communication software (Slack)
- Represent the company at industry events, orchestrating sales deals, and building key relationships
- Oversee an Intern and a Social Media Specialist to excel growing responsibilities
- Produce and edit [The SnowBrains Podcast](#), which ranks in the top 5% of all podcasts on Spotify
- Launched or restarted SnowBrains posting on X, Threads, LinkedIn, and Bluesky
- Wrote [Condition Report articles](#) for the website, having 4 in the top 10 site-wide for most read during the 2024-25 winter

Seasonal Writer

November 2020 – May 2021

- Wrote and published 93 original articles during the 2020/21 ski season

Blueboard, San Diego, CA (*Remote*)

July 2023 – March 2024

Video Editor

- Increased video content output by 10x from the previous year, prior to the company being dissolved
- Assemble and edit content for marketing and social media, including paid ads and organic customer-driven content
- Personally designed, created, and delivered 423 individually customized videos to major clients for *Blueboard Wrapped*

FEATURED PROJECTS

300 (2025) – [Short Documentary](#)

- Role: Creation of the Entire Film
- Sponsors: Visit Mammoth, Insta360, Momentous
- Film Festivals: 9 Festivals, including Coronado Island Film Festival, iF3, and the Winter Park Film Festival

Feeding Alaska (2023) – [Short Documentary](#)

- Roles: Co-Director, Post-Production
- Film Festivals: Newburyport Documentary Festival, Coronado Island Film Festival, Utah International Film Festival, Oakville Film Festival

Feathers (2023) – [Short Film](#)

- Roles: Editor, Script Supervisor, DIT
- Film Festivals: NFFTY Film Festival

Freelance

2015 – Present

Editor & Filmmaker

- Work with clients, including Webstacks, Primex, Big Brother Big Sister, Olive Crest, Fernie & Co. Real Estate, GoVail Travel Agency, Great Lakes Gliding Club, Team No Budget
- Experience in commercials, marketing, narrative, documentary, webinars, weddings, and social media content

SKILLS

- **Post-Production:** DaVinci Resolve (Editing, Fusion, Fairlight, Coloring), Premiere Pro, Final Cut Pro X, Avid Media Composer, Pro Tools (Certified), After Effects, Photoshop, Illustrator, Lightroom
- **Other Relevant Software:** Sprout Social, InDesign, WordPress, HubSpot, Google Analytics, Google Ad Manager, ClickUp, Slack, Asana, Canva, ChatGPT

