



ABBIE BOUTWELL

CONTENT CREATOR | SOCIAL MEDIA MANAGER

PERSONAL BACKGROUND

For the past twelve years, I have been working on both sides of the camera creating compelling content for brands, artists, musicians, tourism, venues, and more. I have had the pleasure of managing amazing social media accounts for businesses across the board including boutiques, content creators, creative artists, beverage companies, photographers, performers, and even my own personal brand centered around mermaids, travel, and Disney. My favorite part about social media is the ability to create a space for brands to shine and grow.

ACHIEVEMENTS

- Personal Brand with over 140K Followers
- Years of Experience in Social Media
- Known for pushing the limits of creativity through unique storytelling
- Viral content with millions of views

CONTACT ME

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CAREER BACKGROUND

Co-Founder

Submerge Underwater | 2020-present

- content creator
- client acquisition, communication, booking, etc.
- production management
- social media management
- model coach
- creative director

Co-Founder, Creative Director

CreateWell LLC | 2010-2022

- content creator
- client acquisition, communication, booking, etc.
- production management
- editor
- project coordinator
- camera operator
- social media manager

Client Roster: Netflix | Doritos | Keith Urban | CMA Awards Clint Black | Pepsi | Sara Evans | Phil Vassar | Music City Light | Matchbox Twenty | Disney | Mertailor | Milkbone | Facebook | FOX | and more

Influencer, Content Creator

Mermaid Vlogs | 2011-present

- shoot, produce, and edit photo and video content
- underwater modeling, free diving mermaid entertainment
- produce compelling video and photo content centered around the mermaid niche
- continually push the limits with creativity and story telling

SKILLS OVERVIEW

- proficient in Adobe Creative Suite including Premiere Pro, Illustrator, Photoshop, Lightroom
- proficient in Hootsuite, Later, and several other social media scheduling platforms
- eight years experience working with photo and video gear
- proficient with DSLR and mirrorless cameras and equipment as well as RED digital cinema gear, GoPro cameras, Black Magic Cameras, DJI drones and accessories
- branding professional with ability to create and enforce branding guidelines efficiently
- extensive knowledge of production processes
- proven ability to manage and lead production teams
- continually stays up to date on the latest social media trends and algorithms