

Charles Stephens

Design and Content | Short-Form Video | Film Photography
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Summary

Visual content creator, photographer, and writer with nearly a decade as the one-person digital team for a 30-year-old Austin community business: graphics, carousels, short-form video, captions, email, and web. Turns dense, rules-heavy material into content new audiences follow: one Reel series reached 188,000+ accounts and more than doubled the store's following in a month. Poet, hip-hop artist, and former teaching artist focused on people telling their own stories with dignity.

Skills

Visual Design: Adobe Creative Suite (Photoshop, Illustrator), Canva; layout, typography, color, hierarchy, brand systems
Short-Form Video: Premiere Pro, After Effects, Final Cut Pro, CapCut; captions, text overlays, transitions, platform formatting
Photography: Film portraiture, editorial group shoots, classic-car shoots
Writing: Social captions, calls to action, short-form explainers, email newsletters, event and campaign promotion
Web and Analytics: WordPress, Mailchimp, on-page SEO, Meta Business Suite, Google Analytics, Google Sheets dashboards
Platforms: Instagram, TikTok, Facebook, Discord, Asana, Slack, Microsoft Office; HubSpot Social Media Certified

Experience

Pat's Games, Austin, TX (remote from Chicago since 2026) Jul 2016 to Present

Marketing Director, Mar 2023 to Present; Assistant Manager and Social Media Manager, Jul 2016 to Mar 2023

- Design and write all social and email content as the store's sole digital staffer: brand-aligned graphics, infographic carousels, and explainers that turn dense game rules into content first-time players can follow.
- Created a four-part Magic: The Gathering Tarot Reel series (Aug 2026) that reached 188,000+ accounts, earned 22,700+ interactions, and took the store's Instagram from 766 to 1,944 followers in one month.
- Edit short-form video in Premiere Pro, CapCut, and Final Cut Pro, including a Black History Month lore series (Kaya x Audre Lorde, Teferi x Parliament Funkadelic) that averaged 3x the account's median engagement.
- Built a Google Sheets performance tracker (post log, seven content pillars, live-formula analysis, manager dashboard) that showed Reels earn about 12x the engagement of static posts.
- Created counterfeit card identification explainers that show buyers exactly what to check, content where accuracy protects readers from real financial loss.
- Wrote the account's top-performing static post, a Commander deckbuilding framework carousel (425 engagements).
- Built the store's visual brand (palette, type stack, weekly content framework) so one person can ship polished posts fast.
- Led a grassroots digital campaign that made the store a finalist in the Austin Chronicle's Best of Austin 2026.
- Built a monthly Mailchimp newsletter and applied on-page SEO to PatsGames.com.

Independent Artist Manager and Musician, Austin, TX Apr 2019 to Present

Digital Strategist and Event Organizer

- Ran Instagram album-release campaigns that grew post engagement and profile views 300% and followers about 20%.
- Produced digital promotion and social campaigns for 10+ community events with 375+ total attendees.
- Secured and managed \$20,000+ in grants, including the City of Austin Live Music Fund, handling compliance and reporting.

Teaching Artist, Austin, TX 2013 to 2024

Austin ISD, Round Rock ISD, Creative Action, City of Austin, St. David's, TheySpeak, Brave New Voices

- Taught poetry and literacy to classes of 13 to 27 students, many from immigrant and Spanish-speaking families.
- Coached students to perform their stories for audiences of 300+; assistant coach, TheySpeak slam team (2017, 2018).

Community Media and Photography

- **Photographer:** film portraits of artists and friends, editorial group shoots, and classic-car shoots.
- **Videographer and Editor, Austin Poetry Slam** (2012 to 2016): filmed and edited performance video.
- **Host, Austin hip-hop open mic** (2018 to 2026); producer, HOMIE RAP GOOD shows.

Education

B.A. Psychology, Summa Cum Laude (3.92 GPA), University of Maine at Presque Isle, 2025

Recognition

- 2017 National Poetry Slam and Southern Fried Regional Poetry Slam winner
- Austin Chronicle Best Hip-Hop Artist nominee, 2022 and 2023