

CHRISTOPHER DAVILA

Social Media, Content & Community

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Austin, TX



MY PROFILE

Ambitious and growth-minded Air Force veteran with over five years of experience in social media marketing and content creation, as well as an enduring curiosity for new technologies. A lifelong creator proficient in writing and visual arts such as photography and digital design. Currently fascinated by the possibilities of AI and “the metaverse” to augment creativity and enhance quality of life. Seeking to help companies working with emerging technologies grow awareness of their brands and products, and show their value to potential customers. I believe transforming numbers and specifications into stories and usecases can unlock new audiences.

EDUCATION

2021 - present

Bachelors, Advertising

University of Texas at Austin

2013 - 2016

Associates, Contract Management

Community College of the Air Force

SKILLS

Writing

Photo/Video

Graphic Design

Blender

Social Media

Community

Discord

INTEREST

Time In Nature

Reading/Learning

Traveling & Experiences

Professional Growth

WORK EXPERIENCE

Social Media & Content Lead

Smeisty Co & MetaMutts - Austin, Texas

Jan 22 - Dec 22

- Planned and executed several social media marketing campaigns, building awareness for the company's web3 tools (NFT portfolio tracking, NFT holder directory/frens list, and token-gated forms), as well as event-based promotions (SXSW, NFT NYC, and VeeCon).
- Key player in strategizing Meta Mutts NFT concept (name, artwork, lore, and branding), and oversaw all social media and content creation across platforms. Successfully minted out entire 6,888 collection (free mint), and held a free event for holders with 30+ attendees.
- Created 300+ tweets featuring “how to” videos, web3 education, giveaways, and more.
- Accumulated 200K+ impressions, gaining 1500+ followers across two Twitter accounts.

Other Social Media Experience

Multiple Organizations

2021 - 2022

- Designed and produced promo videos, photos and flyers for organizations like ATX DAO, Texas Blockchain, the New Mexico United Soccer Team, and the Kirtland Air Force Base Outdoor Recreation Program. Planned and executed targeted social media strategies with a focus on branding, building awareness, and engaging with community members.
- Moderated two Neo Tokyo gaming tournaments sponsored by Twitch, Animoca Brands, Polygon and more, with a total prize pool worth \$1M+. The tournaments were featured on the front page of Twitch, had over 6K participants, and garnered 100k+ unique viewers.

Other Experience

Multiple Organizations

2019 - 2021

- Helped plan/execute a virtual beings summit by Texas Immersive Institute. 30+ guests learned about AI and avatars by experts like Cathy Hackl and representatives from NVIDIA.
- Wrote and edited 12 editions of the 673rd Contracting Squadron's monthly newsletter. Coordinated with five other writers and the Squadron Commander to produce and distribute articles with topics ranging from self-care to Air Force regulation changes.
- Alumni member of the Albuquerque Photographers' Gallery (an artist cooperative), and displayed fine art landscape photography for six months. Took charge of APG social media.