

ERIC HEATER

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Creative digital media professional with a B.S. in Television and Digital Media Production with experience in brand reputation management, video production, and social media creation. Skilled in collaboration across departments, responding to customer feedback, and maintaining brand consistency across all franchise social media platforms. Excited to continue to grow in content strategy and digital marketing.

RELEVANT WORK EXPERIENCE

Kilwins Chocolate Kitchen - Content Creation & Brand Reputation Management Petoskey, MI | Part-Time | June 2024 - Present

- Created promotional and training videos for internal and external use, including concept development, filming, and editing
- Created videos used across all Kilwins franchise social media accounts, including Facebook, Instagram, and Tiktok
- Wrote engaging video captions with relevant keywords and hashtags to boost visibility and audience reach
- Pitched and produced a high-performing "how it's made" video, which reached 150,000+ views on Kilwins Facebook page
- Collaborated weekly with Training department to combine video and slide content into onboarding and product education materials, supporting training consistency
- Maintained brand compliance by verifying product availability and avoiding branded third-party visuals
- Submitted videos to Kilwins leadership and agency partners; revised and finalized content based on feedback
- Supported marketing operations by meeting deadlines for rough cuts and final versions, working within structured campaign timelines
- Monitored and responded to franchise-wide engagement using Sprout Social, ensuring timely, brand-consistent interaction
- Responded to franchise-wide customer reviews (Google, Yelp, Facebook) using Yext and AI tools

Kilwins Chocolate Kitchen - Kitchen Production Petoskey, MI | Part-Time | May 2023 - Present

- Supported kitchen operations and maintained product quality; flexibly schedule shifts to assist the marketing team as needed

Alex Childress Media - Intern Petoskey, MI | Part-Time | May 2022 - December 2022

- Filmed promotional content for local businesses including Drost Landscaping & North Central Community College
- Helped shoot live community events like parades and seasonal celebrations
- Assisted in lighting and camera setup, editing workflows, and content delivery

EDUCATION

Ferris State University, Big Rapids - Graduated in 2022

- Bachelor of Science - Degree in Television and Digital Media Production

SKILLS

- Video editing (Adobe Premiere Pro, DaVinci Resolve) & storytelling
- Social media platforms (Facebook, Instagram, Tiktok)
- Engagement tools (Sprout Social, Yext)
- Maintaining organized digital libraries; skilled in using file sharing platforms (Dropbox, WeTransfer)
- Color correction & audio balancing
- DSLR cameras
- Microsoft Office products
- SEO basics
- Brand compliance & consistency
- Customer engagement / reputation response
- Strong communication & collaboration
- Willingness to learn and adapt quickly
- Comfortable receiving and implementing feedback
- Time management & meeting deadlines