

William Graves

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I am a creative leader with 10+ years of experience working in content marketing, publishing operations, editorial management, and multimedia productions. I'm passionate about collaborating with creators of all types to bring stories to life and facilitate accessible experiences for their audiences. I'm a technical problem solver that leans on creativity and design thinking to find solutions to any obstacle.

AQUA.xyz, Creative Project Manager | Sep 2022- Present

- Managed a team of content creators, designers, and editors, to produce 100+ videos, and articles, increasing audience for web3 gaming and the AQUA platform.
- Lead marketing promotions for partner games such as NFT airdrops, holiday themed giveaways, gaming events, and VIP incentives program.
- Produced audio and video content, and managed distribution for AQUA's original podcast, Play2Own.
- Maintained high-quality web content and marketing database by using Contentful CMS to create and edit content and using Hubspot CRM software for audience acquisition, newsletters, and blogs.

AWA Studios, Managing Editor | Apr 2019 - Aug 2022

- Managed editorial and production operations for 80+ comics per year, resulting in 1,000,000+ comics sold in the direct market, book market, and internationally.
- Managed relationships with distributors, printers, retailers, and publishers.
- Established a central Airtable metadata publishing database to manage publishing schedule and flow of metadata from editorial to print, improving the efficiency of the editorial team and making all information readily available.
- Collaborated with teams of writers and artists to produce creative marketing solutions and develop original comic I.P..

New York Public Radio, Multimedia Designer | Nov 2017 - Apr 2019

- Produced engaging design, audio, and video content for multiple NYPR verticals, including WNYC Studios, Gothamist, and WQXR.
- Increased donations for NYPR pledge drives by creating content to promote the importance of public radio.
- Collaborated with NYPR social media and marketing teams on creative launch strategies for podcasts and radio shows.

At Will Media, Marketing / Design Producer | Jan 2017 - Nov 2017

- Produced and marketed a series of original podcasts from ideation to distribution.
- Work directly with talent to facilitate fan experiences and custom content.
- Managed content strategy including newsletters, articles, and video content, resulting in a 400% increase in audience engagement and listenership.

Double Take Comics, Production Lead | Dec 2013 - Dec 2016

- Project managed workflow of 50+ projects (editorial, print packaging, and web graphics) per year delivered on time and on budget.
- Managed operations for book printing and distribution.
- Delivered design and video content for monthly marketing initiatives and editorial features.

Alternative Press, Design Assistant | Oct 2011 - Nov 2013

- Designed for print and digital magazines for a monthly circulation of 100,000+
- Produced newsletters, banner ads, and print promotions.
- Assisted with video and photography studio production.

Education

Bachelor of Arts (B.A.), Design and Visual Communications
Minor in Photo Illustration • Kent State University • 2012

Skills

Industry Knowledge: Audio and Video Production, Creative Team Management, Print Production, Production Operations, Project Management, Art Direction, Creative Writing, Photography, Graphic Design

Tools & Technologies: Airtable, Notion, After Effects, Premier, Audition, Photoshop, Illustrator, InDesign, Hubspot, Wordpress, Contentful, HTML, CSS, Javascript