

@SelzerFX



AWARDS & ACHIEVEMENTS

- Named Bleacher Report's 2016 "Ass-Kicker Of The Year"
- Bleacher Report awards in social media
 - *Webby Awards*: 2022 Best Overall Social Presence Winner, 2022 Best in Sports Social Nominee, 2020 Best in Sports Social, People's Voice Winner, 2018 Best in Sports Social Nominee, 2017 Best in Sports Social Nominee
 - *Hashtag Sports Awards*: 2020 Best Real-Time Engagement, 2019 Outstanding Achievement In Overall Engagement
 - *Digiday Media Awards*: 2020 Most Original Use Of Social

SKILLS

Design

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe Lightroom
- Cinema4D

Social

- Instagram, TikTok, X, YouTube & Facebook

EDUCATION

University of Central Florida

Aug 2009 - Dec 2013

- Bachelor of Arts, *Film*
- Minor, *Digital Media*

DESIGNER & CREATOR

Motion Graphics, Visual Effects, Graphic Design, Creative Direction & Social Content Production

EXPERIENCE

Bleacher Report

May 2016 - May 2023

Senior Designer & Social Producer - *Remote*

Video Editor, Social Moments - *New York City, NY*

- Designed visual effects based social video content using Adobe After Effects under the B/R Motion Design team
- Introduced 2D animation to elevate social media content
- Created content in a fast-paced environment reacting to sports storylines, pop culture moments and social trends
- Helped grow B/R social platforms to be a leader in the sports media landscape
 - Individually account for over 1 Billion cross-platform views
 - Instagram from 2M followers to 20M+
 - Twitter from 2M followers to 14M+
 - Facebook from 4M followers to 10M+
 - TikTok launched to 5M+ followers
- Led ideation and production of high performing social posts in collaboration with social content producers

TBC Corporation

Apr 2014 - May 2016

Digital Media Specialist

Juno Beach, FL

- Designed motion graphics for different TBC brands to be used in store digital display screens and social media
- Filmed and edited product videos in studio for use on brand e-commerce websites

OSI Productions

Lead Video Editor

Feb 2013 - Dec 2013

Orlando, FL

- Filmed, produced and edited videos for the University of Central Florida's Office of Student Involvement
- Marketed individual organizations, clubs and events

PORTFOLIO

Portfolio & demo reel available at www.pjselzer.com/design