



CONTACT

Temecula, California
(951) 519-1228
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EXPERTISE

- Brand & Creative Direction
- Content & Social Growth
- Product Marketing & GTM
- Video & Motion Graphics
- Email & Campaign Strategy
- Copywriting

AI STACK

Claude ChatGPT
Higgsfield ElevenLabs
Prompt Eng. Gen Image

TOOLBOX

- Graphic Design & Motion
- Video Production & Editing
- Photography
- Marketing Automation
- Website CMS & Analytics
- Social Media Management

SELECTED IMPACT

STEPPINAI LAUNCH

Positioning, website planning, conference marketing, and launch content.

CREATOR GROWTH

100K+ YouTube subscribers, 250K+ TikTok followers, and 15M+ views.

AI CREATIVE OPS

Built an AI-assisted workflow spanning video, copy, design, and social.

REFERENCES

George Graham

Sales Manager, Extrax
(714) 261-6954

Tad Pascua

IT Manager, Steppin Stone
(951) 434-3352

Marcell Beal

Tax Preparer, Steppin Stone
(928) 821-4728

Lorenzo Glenn

MARKETING MANAGER / CREATIVE STRATEGIST / AI-DRIVEN BRAND BUILDER

350K+

AUDIENCE BUILT

15M+

CONTENT VIEWS

128K+

ENGAGEMENTS / YR

I build audiences and the systems that scale them. I grew a following of 350,000+ across YouTube and TikTok and turned 15M+ views into a working knowledge of what makes people watch, trust, and act - then carried that instinct into professional marketing. Today I run brand, creative, and go-to-market across a multi-business portfolio, pairing storytelling with AI production tooling to ship studio-quality work at startup speed.

EXPERIENCE

Marketing Manager

Jul 2025 - Present

Steppin Stone - Temecula, CA

Sole marketing lead across four business lines - a tax & accounting firm, an AI software platform, executive suites, and live events.

- Drove over 128,000 social engagements in twelve months by treating content as a system: a repeatable production flow, a steady brand voice, and weekly tuning based on reach and retention data.
- Helped guide branding and marketing strategy for SteppinAI, an AI-native tax platform, covering product positioning, website planning, conference marketing, and promotional content, moving it from an internal tool to a public-facing product.
- Built an AI-assisted creative process (Claude, ChatGPT, Higgsfield, ElevenLabs) that shortened production time for video, copy, and design while improving quality, allowing one marketer to produce at agency scale.
- Managed creation from start to finish - graphics, video, copy, social, email, and website updates - from first idea through full execution across every brand.
- Set brand standards across all four businesses so a small team could deliver consistent, on-brand work without slowing down.

Content Creator

Oct 2019 - Present

Independent - YouTube & TikTok - Corona, CA

Built and monetized an original content brand from zero - the foundation of how I market now.

- Grew a YouTube channel to over 100,000 subscribers and more than 15M lifetime views by reverse-engineering retention, thumbnails, and titles based on performance data.
- Built a TikTok following of 250,000+ by spotting trends early and shaping them into a repeatable short-form style.
- Managed every stage alone: concept, scripting, filming, editing, design, and publishing, while earning through platform revenue and freelance projects.
- Created promotional videos, branded content, and marketing materials for clients, tailored to each audience and objective.

Social Media Manager

Apr 2022 - Jul 2023

Extrax - Palm Springs, CA

- Built the dispensary's social presence from the ground up, shaping its brand voice, content, and community engagement for a local retail audience.
- Captured and produced product photography along with short-form videos for promotions and store events, keeping a steady visual identity.
- Worked closely with management on campaign planning and applied engagement data to refine both content and customer interaction.