

SEIF AMER

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

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78K+

COMBINED FOLLOWERS
Pure Shooters

22M+

ORGANIC VIEWS
Pure Shooters

10x

INSTAGRAM GROWTH
ArchEye Architects

Digital Marketer and Social Media Content Creator focused on creating content that feels natural and trustworthy to an audience. I'm fascinated by what captures people's attention and what doesn't, and I use those insights to strengthen creative strategy and build momentum around the brand.

PROFESSIONAL EXPERIENCE

Founder & Content Creator, Pure Shooters

Feb 2021 - Present

- Created and appeared in short-form video content across Instagram Reels & TikTok, handling filming, editing, & publishing while growing a digital audience of 78,000+ followers and generating over 22 million organic views.
- Managed a high-volume content workflow across multiple platforms while simultaneously handling social media responsibilities for Pure Shooters, ArchEye Architects, and Elevation Athletics.
- Secured and executed creator partnerships with VKTRY Insoles, Ball AI, and LIKE23, coordinating with brands to develop and deliver sponsored social content.
- Tested hooks, formats, and concepts based on audience response and performance to refine content strategies.

Digital Marketing Manager, ArchEye Architects

Feb 2020 - Present

- Created branded social and digital content that contributed to a 1,000% Instagram follower growth and a 120% increase in branded Google search volume since 2024.
- Built and managed content calendars across multiple formats while balancing priorities and tight deadlines.
- Used analytics and audience insights to refine content and email marketing strategy to improve engagement.
- Maintained a consistent brand voice across digital communications and social platforms.

Social Media Manager, Elevation Athletics

December 2022 - May 2024

- Developed social media content and marketing strategies for youth sports programs and camps, contributing to a 350% increase in Instagram following.
- Produced digital & social ad campaigns supporting program expansion across 17 cities in the York & Durham region.
- Coordinated a small content team, delegating responsibilities across social media production and publishing.
- Created and captured social photo and video content, managed communities through comments and DMs.
- Edited and published several 100K+ view videos.

AREAS OF EXPERTISE

Digital Marketing · Social Media Management · Content Strategy · Content Production · Short-Form Video · Video Editing · Content Calendar Management · Community Management · Performance Analysis · Email Marketing · Meta Business Suite · Google Analytics · Adobe Creative Suite · Canva · CapCut Pro

EDUCATION

Bachelor of Arts in Communication Studies
Wilfrid Laurier University