

Travis Ballstadt

ballstadt@mac.com 515-313-1971 Seattle, WA, USA [linkedin.com/in/ballstadt](https://www.linkedin.com/in/ballstadt)

Storyteller • Creative Thinker • Content Creator

An award-winning digital communications strategist, content producer and hands-on, experiential leader with a passion for innovation in technology and a proven track record of complex project management and systems integration with a focus on user experience.

KEY STRENGTHS

Team Leadership
Audio/Video Production
WordPress

Project Management
Writing/Editing
Social Media

Creative Collaboration
Content Strategy
Mentoring

EXPERIENCE & IMPACT

Director of Content Marketing, 1800accountant.com, Bellevue, Washington 08/2021 - 07/2022

Managed a cross-functional team of content and creative design specialists to build strategic, accessible content, including print, digital marketing, photography and video, building brand awareness and driving direct engagement. Maximized team resources and priorities with effective scheduling, coordinating and tracking of project progress.

- Grew YouTube views and watch time +1000% and subscribers +475% within 90 days in January 2022 by launching an educational video series aimed at educating and enabling small business owners,.
- Increased inbound revenue growth monthly to +140%YoY in April 2022 via higher-quality leads from engaging, educational content.
- Built operational content playbook to boost search placement, traffic (+60%YoY) and Domain Authority (68) in Q1 '22.
- Implemented an improved digital asset management system to streamline workflows.

Director of Digital Media, Iowa State University, Ames, Iowa 11/2008 - 07/2021

Developed strategic, high-impact communications, social media campaigns, videos, podcasts, and mobile applications to support recruitment, campus community engagement, alumni outreach, and foundation requirements for the College of Engineering.

- Built a social media presence in 2008 and grew the community, evolving the channel over time with initiatives including development of an influencer program to generate authentic content, continuous evaluation and improvement of content through defined measurable goals, KPIs and audience feedback, supervision of four FTEs.
- Initiated organization-wide adoption of Wordpress content management system in 2009, increasing CTR by over 125%YoY and tripling time on page. Migration included a responsive website with improved user experience and accessibility features, significant improvement in staff productivity and greater efficiency.
- Designed and implemented the innovative and industry-leading mobile application "MyState" in 2009, growing to over 60,000 active users and more than 400,000+ weekly sessions, supervised 8-10 part-time student mobile developers.

Director/Producer, Freelance, San Francisco - Iowa 01/1999 - present

Conceptualized and produced effective and award-winning commercials, episodic television, corporate communications, live music and sports content for clients including eBay, Yahoo!, and ESPN.

- Technical and creative consultant for "B.Original," a locally-produced original series, to improve the visual product and formatting to reach a broader audience, resulting in a national contract with the DIY Network for two seasons and 50+ episodes.
- Produced and edited "Outdoors Traditions TV" and "Average Joe's Hunting Show," two nationally-televised outdoors television series, for six seasons and 78 episodes from 2006-2011.
- Produced concert films for global artists including Jefferson Starship, Tesla, GE Smith, David Lindley, Walter Hawkins, Barbara Dane and Ronnie Montrose.

Content Creator, AVNirvana.com, Seattle, WA

01/2021 - present

Contributor, moderator and administrator for audio/video enthusiast website and forum. Regularly create content aimed at evaluating and reviewing various equipment of interest to technology-inclined enthusiasts.

- Identify content topics, write video scripts and web articles, produce video content and publish to YouTube.
- Perform basic SEO evaluation to drive additional organic traffic to the content offered.
- Coordinate with manufacturers to secure review samples of product when necessary.

Creative Services Director, KDSM FOX17, Des Moines, Iowa

07/2004 - 10/2005

Directed strategic marketing efforts for the TV station as well as its advertising clients, developed B2B and B2C brand strategies and advertising plans based on defined KPIs and events, organized outreach efforts, partnering with various charities to improve community relations and become a better corporate citizen.

- Refocused commercial production department to better serve our clients, resulting in +65% revenue in Q4 '04.
- Produced "The Bills" commercial for a local credit union which became an early viral video in 2005 and led to the client reaching 600% of their sales goal within 3 months.

Photojournalist, FOX News Channel, San Francisco, California

09/1996 - 01/1999

Photojournalist, KTXL FOX 40, Sacramento, California

10/1995 - 09/1996

Photojournalist, KOLO-TV, Reno, Nevada

02/1995 - 10/1995

Photojournalist, WOI-TV, Des Moines, Iowa

12/1990 - 02/1995

HONORS AND AWARDS

- Outstanding Marketing Practice Award (2010) Iowa State University
- Award of Excellence (2009) Iowa State University
- Award of Excellence (2005 – 2008) Central Iowans in Radio and Television
- AdAge "Spot of the Week" (2005) AdAge.com

PROFESSIONAL DEVELOPMENT

- 12+ Leadership Seminar Series (2019)
- Improve You Staff Mentoring and Employee Engagement Program Steering Committee (2017 - 2021)
- Marketing United Conference (2017)
- HighEd Web (2011- present)

EDUCATION

- Iowa State University, Ames, Iowa, USA — **Graduate Studies Mass Communication**
- Iowa State University, Ames, Iowa, USA — **BA Journalism & Mass Communication**

PERSONAL INTERESTS

Former Professional Musician • Tech Nerd • Design Geek • Bikram Yoga Student • Non-competitive Cyclist • Vaccine Enthusiast

References available upon request