

ASHTON FLORES

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Head of Digital Marketing · Film & Editing · Web & App-Minded Creative

PROFESSIONAL SUMMARY

Head of Digital Marketing and multi-disciplinary creative with three-plus years across digital strategy, film production, editing, and on-camera performance. Undergraduate background in Business and Film, plus an Associate of Arts in Performing Arts (Amarillo College). Co-founder of a boutique Amarillo media agency serving home services, automotive, and entertainment clients — owning strategy, production, ads, web design, and client delivery. Background spans short-form and long-form editing, live event and studio film work, and acting for camera training. Comfortable running the full funnel from first call to published content, and equally comfortable inside a larger marketing or production team. Seeking full-time digital marketing, content, film/edit, or creative roles where strategy, production, web, and product skills ship together.

EXPERIENCE

Co-Founder & Head of Digital Marketing — Reel Media Marketing

Feb 2025 – Present

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- Co-founded a boutique two-person media agency offering video and film production, editing, digital marketing, graphic design, web design, paid advertising, and light app/product prototyping for small and mid-sized businesses across the Texas Panhandle.
- Own end-to-end client accounts: discovery, scoping, pricing, creative direction, content production, editing, scheduling, reporting, and relationship management from first pitch through ongoing deliverables.
- Lead digital marketing strategy across Meta (Facebook/Instagram), Google Ads, and organic social — campaign structure, audience targeting, search themes, sitelinks, negative keywords, content calendars, captions, and hashtag systems tailored by industry.
- Design and ship web experiences for the agency and client-facing work (site structure, brand-aligned pages, Framer/modern web layouts) and build interactive product prototypes when a project needs more than a brochure site.
- Produce and edit platform-optimized short-form video for Reels, TikTok, and Facebook (walk-arounds, time-lapses, before/after, motion-graphic explainers) plus branded stills and graphics.
- Run multi-camera film and video production for client and event work; manage agency infrastructure, certification roadmap (Google Skillshop, HubSpot, Semrush, Meta Blueprint), and business development.

Head of Digital Marketing — Morgan Myers / Trent Morgan portfolio

2024 – Present

Amarillo, TX · Apex, Paramount Collision, Panhandle Seamless Gutters, Kingsman podcast, and related brands

- Lead digital marketing and content for a recurring multi-brand portfolio across home services, automotive, and entertainment — strategy, creative, film/video production, editing, and publishing under one operating system.
- Helped design and ship a field canvassing web app for a home-services brand: map-based knock tracking, turf tools, lead sync into the sales CRM, and phone-friendly field use for setters on the road.
- Plan and execute on-location and in-studio shoots; own edit-to-delivery turnaround; coordinate platform publishing across multiple brand accounts.
- Translate brand goals and seasonal campaigns into platform-specific creative: short-form vertical video, branded graphics, podcast episode promotion, and web-ready assets.
- Act as the day-to-day digital lead for client stakeholders — briefing, revisions, QA, and shipping on deadline.

Stagehand & Event Production Assistant — Amarillo Civic Center

Feb 2023 – 2025

Amarillo, TX

- Supported live event and film-adjacent production for concerts, conferences, and community events — audio, lighting, staging, and AV media setup.
- Worked tight load-in/load-out timelines on professional crews; calm under hard deadlines.

Production Intern — Sharpened Iron Studios

Apr 2022 – Jul 2022

Amarillo, TX

- Assisted on real client film and documentary productions — filming, photography, editing, and on-set crew support.
- Built foundational professional production workflows, file management, and post-production / editing pipelines.

SELECTED PROJECTS

Splxce Media — Personal brand site (in progress)

2026

- Designing and building a multi-room portfolio site in Framer with custom 3D plates (Blender), photography/magazine showcase (Photoshop/InDesign + Heyzine flipbook), and console-inspired UI rooms.

Field canvassing web app — home-services brand

2026

- Built and launched a map-first canvassing tool for door-to-door setters: GPS pins and knock history, turf drawing, callbacks, CRM lead handoff, appointment SMS hooks, and always-on phone access in the field.

Pulsekin — Monster-collecting wearable game (software core)

2025 – 2026

- Built a portable C11 game core (hatch, care, walk-to-evolve, battle loop) with a large automated test suite and a browser playable — foundation for a wearable hardware product.

SKILLS

Digital Marketing	Strategy, content calendars, Meta Ads, Google Ads, audience targeting, organic social, captions, community management, reporting
Film & Production	On-location and studio shoots, multi-camera, documentary support, live event / AV crew work, drone
Editing	Short-form and long-form edit, motion graphics, color, audio cleanup, platform delivery, Premiere Pro / After Effects / CapCut
Acting	Acting for camera (Film Foundry), on-camera performance for branded and narrative work
Web Design	Framer, brand sites, landing pages, layout systems, asset prep for web, Heyzine embeds, basic front-end structure
App / Product	Field web apps, map/GPS tools, CRM integrations, interactive prototypes, C (game/systems), browser playables, Blender for 3D UI plates
Software	Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom, InDesign, Canva, CapCut, Blender, Framer
Client-Facing	Account ownership, scoping & pricing, project intake, deliverable QA, stakeholder briefs

EDUCATION

Undergraduate Degree, Business — Amarillo College

Undergraduate Degree, Film — Amarillo College

Associate of Arts, Performing Arts — Amarillo College

2024

CERTIFICATIONS & ADDITIONAL

- Acting for Camera — Film Foundry
- Grip Certification — Film Foundry
- Adobe Suite Certification
- Food Handler Certification
- In progress: Google Skillshop, HubSpot, Semrush, Meta Blueprint
- Authorized to work in the U.S.