

TOBY ATTERSTROM

Video Marketing Coordinator · Content & Video Producer

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Video marketing coordinator who owns production from concept through distribution, then tracks it to revenue. Built the UTM and CRM attribution that ties social and video content to measurable pipeline for a B2B SaaS company.

EXPERIENCE

Video Marketing Coordinator · Perry Weather, Dallas, TX Jan 2026 – Present

- Own video production end to end: script, shoot, edit, motion graphics, and distribution.
- Influenced **\$582,658+** in sales pipeline via UTM campaigns and CRM reporting.
- Generated **98+** inbound prospects from paid social at a \$4.9K average deal size.
- Drove **\$141,658** across 23+ organic deals with zero media spend.
- Led launch content for three product releases: Advanced OWS, Custom Triggers, and Multistrobe.
- Scaled distribution to **5.1M+** Meta views, 66K YouTube views at 3.6% CTR, and 6,000+ followers.

Social Content Creator · Perry Weather, Dallas, TX Mar 2024 – Jan 2026

- Grew audience **69%** YoY, with 340% more interactions and 1,751% more impressions.
- Lifted web sessions **208%** YoY through the content program.
- Partnered with Sales and Customer Success on account-based stories that answered buyer objections.
- Ghostwrote employee content to power an employee-led advocacy strategy.

Social Media Specialist · Botisimo / OpTic Gaming, Dallas, TX Apr 2022 – Jun 2023

- Built an in-dashboard onboarding section that lifted paid conversion from **.5% to 1.2%**.
- Raised YouTube click-through rate from 1.10% to **5.0%**.
- Grew Twitter engagement to **5.7%** and following by 25%+.

Consultant · BotsThatWork Sep 2019 – Jan 2022

- Produced a 40-video course on sneaker-aftermarket income through automation.
- Grew a Discord community by **10,000+** members and drove 120,000+ signups through blog strategy.

SKILLS

Production Adobe Premiere Pro, After Effects, Sony FX30, color grading, motion graphics

Strategy & Analytics Video SEO, UTM tracking, GA4, CRM pipeline attribution, campaign reporting

Content Scripting, social copywriting, cross-platform distribution (Meta, YouTube, LinkedIn, X, TikTok)

EDUCATION

Digital Retailing · University of North Texas, Denton, TX Aug 2020 – Dec 2022