

CHRISTOPHER WARRING

SOCIAL MEDIA SPECIALIST

Social media that brings in **customers**, not just views.

Filmmaker turned social media specialist. I've worked in film and content since 2012, and since 2021 I've been building audiences online, including **1.5M+ views in four months** for my own brand. I plan, film, edit and run the accounts myself, so the person you hire is the person doing the work.

2.75M+

views across brands I've built and managed

100+

cinematic films produced and edited

2012

working in film and content since

2×

film festival semi-finalist with my feature film

WHY HIRE ME

"Will anyone actually watch?"

I took a brand-new brand to **1.5M+ views and a steady flow of leads in four months** with short-form video and storytelling.

"Will it look professional?"

Film-school trained, with **100+ films** delivered and a feature film that was a semi-finalist at two film festivals.

"Will it bring in business?"

Views only matter if they turn into customers. Every post I make points somewhere: a quote request, a DM, a booked call. I've built the **funnels that turn followers into paying customers** for my own brands, and brought the same approach to a national product brand.

"Will I have to manage it?"

No. **One person handles the plan, filming, editing, posting and replies**, and you get a plain-English report every month.

EXPERIENCE

Social Media Specialist · Warring Digital

Raleigh, NC · Current

- Plan, film, edit and publish **short-form video, carousels and graphics** for businesses on contract.
- Run accounts end to end: content calendar, scheduling, community replies and **monthly reporting**.
- Connect social to sales with Meta Ads, landing pages and lead capture.

Founder & Creative Director · Blueprint Unlocked

Raleigh, NC · 2021 – Present

- Grew a new online education brand to **1.5M+ views and consistent lead flow within four months** using short-form video and storytelling on YouTube, TikTok and Instagram.
- Turned viewers into **paying members** with a video course, private community, landing pages, lead magnets and automated sales funnels.
- Built the full back end myself: onboarding, payments and members-only content, set up for recurring revenue.
- Shaped YouTube content around **retention and search** to build a channel that keeps growing.

EXPERIENCE, CONTINUED

Social Media Manager · Carolina Coops

Creedmoor, NC · Apr 2024 – Jan 2025

- Owned social media across **TikTok, YouTube, Instagram and Facebook**: strategy, content and publishing.
- Published **285+ Reels and videos in 10 months**, together earning **1.25M+ views** on Instagram and YouTube, with a top Reel of 61.6K views.
- Filmed and edited Reels, Shorts and behind-the-scenes videos in the brand's voice.
- Grew engagement** through data-driven storytelling and consistent short-form video.
- Managed comments and messages, building positive sentiment and a loyal community.
- Delivered **weekly performance reports** and used them to adjust the plan.

Wedding Filmmaker · Warring Productions

Raleigh, NC · Closed Dec 2025

- Built a profitable wedding film company from scratch, winning **high-ticket clients year after year** through social media, organic content and referrals.
- Produced **100+ cinematic wedding films**, with 100% five-star reviews and high client retention.
- Raised average client value by **30%** with add-ons: highlight reels, social media edits and drone footage.
- Used Instagram Reels and YouTube Shorts to bring in new leads and position the brand.
- Ran a fast post-production workflow in Adobe Creative Suite to hit tight deadlines.

Executive Producer · MW Productions

Raleigh, NC · Jun 2019 – Jul 2020

- Wrote, directed and produced an **independent feature film** from concept to distribution on a lean budget.
- Semi-finalist** at the New Vision International Film Festival (Amsterdam) and the Austin Revolution Film Festival.
- Led the crew through casting, budgeting, scheduling and post-production, and handled festival entries and streaming submissions.

WHAT I DO

Strategy & management

Content strategy, monthly calendars, community management, analytics and reporting

Video & design

Short-form video, filming, editing, audio recording and mixing, drone footage, graphic design

Growth

Funnels, landing pages, lead magnets, email automation, YouTube SEO

TOOLS

Adobe Creative Suite

Meta Business Suite

GA4

Google Ads

Mailchimp

ManyChat

Claude

ChatGPT

Higgsfield

Wix

EDUCATION

Filmmaking studies

UNC School of the Arts

Winston-Salem, NC · 2012 – 2013

AWARDS

Semi-Finalist

New Vision International Film Festival, Amsterdam

Semi-Finalist

Austin Revolution Film Festival

LANGUAGES

English (native) · Spanish (basic) · Portuguese (basic)

Let's talk about your social media.

Free 20-minute call. Tell me about your business and I'll tell you what I'd do first.

Book on my website

→ **Book a Call**