

# WILLIAM

# S. GROSS

## CONTACT

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## WORK EXPERIENCE



### BRUNSWICK BOWLING

- Edit and render product marketing videos for each of the seven brands under the Brunswick Bowling umbrella.
- Create a look for each of the 7 brands, including location for shooting product launches, luts effects to set mood within the video for the brands.
- Photograph all new product releases (domestic and international) along with catalog photos for industry presentations.

Current

2021

### BUDDIESPROSHOP.COM

- Constructed original company website through design and coding.
- Drove the creation of printed marketing materials as well as website/digital marketing.
- Spearheaded sponsorship to become the first internet-based company to produce mainstream bowling videos.
- Create and manage social media posts for all outlets through Hootsuite.
- Exponentially increased pro shop sales from \$100,000 to \$2.5 million annually.
- Developed creative solutions to ensure order accuracy on drilled bowling balls, reduce reworks and restripments of orders, and drastically lower the number of unsellable returns received, overall saving time and money.
- Crew repeat customers through leading-edge marketing of our most profitable services.

2021

1995

### INTENZE TATTOO INK

- Grow social media following throughout Facebook, YouTube, Twitter & Instagram from 2,500 to 15,000 followers within one year.
- Led the creative team and hosted brainstorming sessions to promote and encourage the sharing of ideas for upcoming launches.
- Filmed and edited videos featuring sponsored and non-sponsored artists highlighting their various skills and styles.
- Collaborated with sponsored artists to develop special edition products showcasing their individual style through packaging and promotion.

2015

## PROFESSIONAL SUMMARY

A long term bowling industry professional with extensive knowledge of video editing and image editing. Currently working in an office environment while traveling to different locations for various work projects and events.

## HIGHLIGHTS

First to introduce a bowling ball tracer to help demonstrate differences between products in ball review videos.

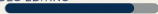
Built and continue to maintain 123Bowl.com, the first website cataloging historical information of bowling equipment.

Grew social media presences for Buddies Pro Shop and Intenze Tattoo Ink utilizing the Hootsuite platform.



## PROFESSIONAL SKILLS

### VIDEO EDITING



### PHOTO EDITING



### CONTENT CREATION



### CREATIVE THINKING



## EDUCATION

Associates in Marketing  
Nassau Community College

Associates in Business Administration  
Consolidated School of Business

