

Ethan C. Margetan

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EDUCATION

Temple University
Bachelor of Arts
Major: Psychology

Philadelphia, PA
2021 - 2025

PROFESSIONAL EXPERIENCE

Arrow Generation Community (Non-Profit Organization)

Philadelphia, PA

Multimedia Production Lead

December 2019 - Present

- Co-lead an 8-person media production team, overseeing content creation, social media strategy, and brand presence across platforms like YouTube and Instagram for over 6 years.
- Coordinate the conceptualization, production, and execution of high-quality photo, graphic, and video content, spearheading a 500% increase in follower count and engagement.
- Structure and execute seamless Sunday service multimedia productions, ensuring professional-quality video elements, optimized sound system, dynamic lighting setups, and on-screen lyrics synchronization.

Derek Smith Law Group

Philadelphia, PA

Social Media Specialist

August 2025 - September 2025

- Spearheaded social media campaign advertising the law firm and its attorneys, overseeing content strategy, filming, editing, and posting on all social media accounts.
- Coordinated production days, building the production sets, and shooting attorneys and managing partners, conducting photoshoots and short-form video production.
- Copywrote intricate scripts for attorneys to follow, hitting all target points, including advertising goals, key points, brand appearance, and calls-to-action.

Esquire Deposition Solutions

Philadelphia, PA

Digital Reporter

November 2025 - Present

- Direct 100+ deposition proceedings by administering witness oaths as a licensed notary public, coordinating with attorneys and maintaining a professional composure in a high-pressure environment, exercising precise attention to detail.
 - Manage all administrative aspects of deposition proceedings by verifying legal documentation, processing transcript requests, and organizing exhibits.
 - Record and monitor legal proceedings using high-performance audio recording equipment including microphones and a sound mixer, ensuring complete, accurate, and uninterrupted records while troubleshooting technical issues in real time.
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PROJECT EXPERIENCE

Arrow Generation Community: AGCamp 2026

Philadelphia, PA

Project Leader

September 2025 - June 2026

- Led cross-functional meetings to align production timelines, campaign objectives, and project deliverables, creating clear communication across multiple departments, ensuring projects were delivered on schedule and executed successfully.
- Served as the primary point of contact for camp directors, coordinating contract negotiations, managing logistics for 60+ attendants, resolving operational challenges, and ensuring seamless collaboration between internal and external teams.
- Directed day-to-day campaign operations by delegating responsibilities across specialized teams, establishing a team culture of accountability and collaboration, proactively adapting to changing priorities.

Arrow Generation Community: AGCamp 2025 Advertising Campaign

Philadelphia, PA

Project Leader

October 2024 - June 2025

- Led a team of 5 in developing and executing a comprehensive social media marketing strategy, generating maximum engagement through a structured content timeline across Instagram and YouTube.
- Spearheaded the creation process for all content, from coordinating filming sessions, writing scripts, editing footage, to posting on socials to strategically build interest leading up to the event.
- Monitored weekly performance analytics and engagement metrics, proactively optimizing content strategy based on data insights to ensure consistent follower interaction and growth.

Arrow Generation Community: AGC Merchandise Promotional Campaign

Philadelphia, PA

Project Leader

January 2024 - May 2024

- Led a team of 5 coordinating a social media campaign precisely tailored for Instagram's algorithm, and created high-quality video and graphics to generate audience excitement for the merchandise. Posted on Instagram on dates that were backed by studies to be the highest engagement times.
 - Directed and shot a full modeling photo/video shoot, setting up the lighting and set design.
 - Tracked weekly post analytics to track engagement, adjusting the campaign as needed to stay on target.
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SKILLS/CERTIFICATIONS

Technical: Adobe Creative Cloud, Microsoft Office, Reporter Studio Pro, OBS Studio, Audacity, Canva, Wix

Certifications: Pennsylvania Notary Public, New Jersey Notary Public, West Virginia Notary Public