Nathan Coles

Video Editor · Writer · Audio Producer

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Summary

Video editor, writer, and audio producer with 10 years running end-to-end content for Black Swamp Percussion, a percussion instrument brand. Since 2020, edited 545 long-form videos and 825+ Shorts as the brand's full-time video editor; wrote a weekly newsletter with 30–50% open rates; and led the SEO strategy that grew blog post views 24x. A Bachelor of Music brings a trained ear to audio editing, mixing, and music selection.

Skills

- **Video and post-production:** Adobe Premiere Pro, Final Cut Pro, scripting, shot lists, long-form and short-form editing
- **Audio:** Logic Pro, REAPER, audio editing and mixing, music selection
- **Writing:** video scripts, weekly email newsletter, blog articles, SEO copy
- **Photo and design:** Adobe Photoshop, Adobe Lightroom, Canva, product photography
- **Web and analytics:** WordPress, Squarespace, Wix, SEO, Google Analytics, YouTube Studio, Meta Business Suite

Experience

Brand & Media Manager, Black Swamp Percussion · Holland, MI · August 2016 – Present

- As the brand's full-time video editor since November 2020, produced and edited 545 long-form videos and 825+ Shorts from script and shot list through final cut, including educational series, product deep dives, artist performances, interviews, founder retrospectives, product launches, ads, and behind-the-scenes content.
- Handled post-production for *Percussion 101* (2026), a six-episode concert percussion education series hosted by a Black Swamp artist: editing, on-screen graphics, and short-form cutdowns, plus the web landing pages and launch campaign.
- Grew YouTube monthly views 16x, from about 9.8K (August 2016) to 157K (August 2026), and nearly doubled subscribers from 7.3K to 14K between 2023 and 2026; the channel now holds 1,800+ videos and 6M+ lifetime views.
- Grew Instagram from 25K to 37K followers and TikTok likes from 77K to 226K (2023–2026), generating 5.7M Instagram views and 16K+ new Facebook follows over the same period.
- Wrote and sent a weekly email newsletter, sustaining 30–50% open rates, 3–5% click-through rates, and 80–90% delivery.
- Led an SEO strategy that grew blog post views 24x (2022–2025), expanding educational and buying-guide content with dedicated product and showcase pages, led by the Percussion Ensemble Showcase; later relaunched the blog as the Percussion Education Hub (June 2025), lifting first-year post views another 39%.
- Edited both audio and video for product sound samples and artist performances, drawing on formal music training.
- Led all product photography and photo editing in Photoshop and Lightroom for the website and marketing materials.
- Managed the company website and custom web assets, including SEO and analytics reporting.
- Represented the brand at PASIC, the Chicago Drum Show, Founders Fest, and AudioTree Music Festival, coordinating vending and industry relationships.

Education

Bachelor of Music, Grand Valley State University · Allendale, MI · 2011–2015