**MIHKAIL VILIEN** ❖mihkailvilien@gmail.com ❖ (917) 385-2598 ❖NY

**WORK EXPERIENCE** [**My Music**](https://open.spotify.com/artist/4D7pZCur2ZN8D9zvNj9oZl?si=CPes7-MISF6M4XbWJRoS7w)[**https://linktr.ee/Miknation**](https://linktr.ee/Miknation)

 **Brand - Mik Nation March 2022 - Present**

*Independent Artist*

* Independent artist with a passion for storytelling through music. I create songs in various genres, including slow rock, R&B, melodic tunes and Bossanova, aiming to create music that resonates with diverse audiences.
* Collaborated with Cutting Room Studios managers and producers to produce and release multiple records on Streaming Platforms.
* Conceptualized, scripted, and produced engaging video content for the Mik-Nation Brand, reaching more than **150,000 views on 250 uploads.**
* Collaborated with premier gaming brands such as Don't Nod Studios to create meticulously crafted gameplay videos, fostering vibrant discussion and maximizing audience engagement.
* Use Filmora10 Pro; VR; Visual Effects; Adobe After Effects; Adobe Premiere Pro to create meaningful content by editing, color correction and cutting clips to shorten content.

**Freelance Quality Assurance Tester July 2021 - November 2024**

*PlaytestCLoud Marvel Rivals, 2XKO Remote*

* Conducted game playtests for PlaytestCloud, providing valuable feedback on user experience and gameplay mechanics through detailed surveys, contributing to game development improvements.
* Played Marvel Rivals Beta and reported bugs and errors through the discord channels.
* Played 2XKO alpha fighting game and reported bugs and errors through email and discord channels.

**Downtown Ithaca Alliance April 2023 - April 2024**

*Social Media Manager Ithaca Ny*

* Designed short-form content and graphics to enhance brand visibility and engagement.
* Produced original music for a chili-themed video game as part of the 2024 Chili Cook-Off campaign.
* Monitor and regularly post consistent content for DIA social media channels including Instagram, Facebook, and E-Weekly newsletter of over **6,000 subscribers**
* Collaborated closely with the marketing director and graphic designer to synchronize social media strategies with brand identity and local business partnerships.
	+ Spearheaded the creation of engaging visual content through on-site photography sessions at local shops, effectively resonating with our target audience and enhancing brand visibility.
* Drove marketing campaigns for annual DIA events such as Chili Cook-Off and Summer Concert Series, resulting in increased traffic and community engagement
	+ Significantly contributed to a **25-35% increase** in engagement for the summer concert series through strategic Instagram reposts on event days.

| **EDUCATION**  | **SKILLS**  |
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| ***Ithaca College -* May 2021** *Bachelors of Science (Biology),(counseling)* * Tennis, Multimedia programing, Research assistant, News broadcaster (IC radio) (Podcasting)
 | * Digital Marketing (SEO, SEC, email marketing)
* Graphic Design (Adobe express, Canva)
* Audio production (Ableton, Audacity)
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