

TRAVIS HUBERT

Content Creator & Video Producer | Writer & Social-Media Strategist | On-Camera Host

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PROFESSIONAL SUMMARY

Multi-disciplinary content creator and video producer who takes a project from idea to published — writing, filming, editing, hosting, and growing the audience around it. 5+ years across short- and long-form video, on-camera hosting (600+ hrs), and organic social-media growth, with a writer's eye for story, hooks, and retention. An early, hands-on adopter of AI tools for content production and workflow automation. Former trauma/ICU/emergency Registered Nurse — a background that built the composure, clear communication, and people skills I bring to every project.

CORE SKILLS

- **Video Production & Editing** — DaVinci Resolve Studio, Adobe Premiere; videography, on-location audio, colour grading, sound mixing, motion graphics (Fusion)
- **Content Strategy & Social Growth** — YouTube, TikTok, X, Instagram; SEO, platform algorithms, analytics & performance reporting
- **Writing & Copywriting** — long- & short-form, email newsletters, scripting, storytelling, retention writing
- **On-Camera Hosting & Interviewing** — 600+ hrs; founder & executive on-camera coaching
- **Design & Web** — Canva, Adobe Illustrator, WordPress / CMS, Microsoft Office 365
- **AI & Automation** — Claude-based content agents & workflows; AI generative video tools

EXPERIENCE

Founder & Content Lead — ShipGuild (formerly Web3 Matters)

2021 – Present

End-to-end content: video, writing, social growth & hosting

- Produce short- and long-form video — scripting, filming, editing, motion graphics, colour, sound, and captions in DaVinci Resolve Studio
- Host and conduct on-camera interviews and livestreams (600+ hrs), drawing clear, compelling stories from founders and guests
- Rebuilt YouTube and TikTok channels with a new content and SEO strategy — tripled YouTube subscribers (views +1,000%) and quadrupled TikTok followers (views +500%)
- Grew a personal X account past 8,000 organic followers; publish GrowthBytes, a weekly newsletter (220+ subscribers)
- Build AI-powered content agents and workflows to scale research, scripting, and production

Freelance Video Editor, Writer & Content Creator

2022 – Present

Startup, creator & local clients

- Filmed and edited a full in-person simulation training day for student paramedics (ResQMed) — on-location capture through to final delivery
- Delivered branded video for deep-tech startups, turning complex technical topics into accessible, engaging content
- Manage end-to-end content strategy — copywriting, SEO, thumbnails, posting cadence, and analytics — and maintain organized media libraries

Operations Manager — Ascent Guides

2020 – 2021

Outdoor guiding & adventure company

- Managed daily website updates in WordPress; coordinated day-to-day operations and multiple deliverables to deadline

Registered Nurse — Emergency, Trauma, ICU, Oncology, Cardiac Step-Down

2016 – 2021

Chilliwack General Hospital, BC

- Delivered high-acuity care while communicating complex, sensitive information to patients and families with clarity and empathy
- Performed under pressure with accuracy and composure; supervised and mentored interdisciplinary teams of up to 20 staff

EDUCATION & DEVELOPMENT

- B.Sc. Nursing — University of the Fraser Valley, Chilliwack, BC
- Certificate, Emergency Nursing Specialty — BCIT, Burnaby, BC
- Self-directed: DaVinci Resolve Studio & Adobe Premiere; copywriting & content strategy; platform SEO & algorithms; AI content tooling; Canva

INTERESTS

Rock climbing (30 years), hiking & mountain scrambling, Brazilian jiu jitsu, and breathwork / nervous-system training.