

BRANDON BROWN

VIDEO EDITOR & MOTION GRAPHICS DESIGNER

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www.brandonthecreative.com

A RESOURCEFUL AND CREATIVE VIDEO EDITOR & MOTION GRAPHICS DESIGNER WITH ADDED EXPERIENCE IN PRE-PRODUCTION, VIDEOGRAPHY AND PHOTOGRAPHY. SEEKING A JR. OR SR. LEVEL POSITION IN VIDEO EDITING. OPEN TO MANAGERIAL ROLES.

SKILLS

- **Programs:** Adobe Creative Suite (Photoshop, Lightroom, After Effects, Premiere Pro, Media Encoder), Handbrake, Frame.io, Monday, Slack
- **Skills:** Color Grading/Correcting, Lighting, Camera set-up, Motion Graphics, Encoding

PROFESSIONAL EXPERIENCE

PRIORITIES USA

SAN DIEGO, CA (REMOTE)

Motion Graphics Designer/ Video Editor

July 2023 - December 2024

- Edited a wide range of video assets across multiple projects for large-scale digital ad campaigns totaling up to \$17M.
- Produced compelling post-only videos designed to reach a wide array of audiences across the country.
- Collaborated with in-house producers and copy team to turn scripts into high-quality video content.
- Managed edits throughout the creative development process and consolidated feedback from cross-functional teams while adhering to quick-turnaround timelines. Additionally, implemented feedback and adapted to changing news and stakeholders.
- Assisted a video shoot as Cam 2 and provided insight and expertise for lighting, look, and camera angles during production.

WAVELENGTH STRATEGY

SAN DIEGO, CA (REMOTE)

Motion Graphics Designer/ Video Editor

March 2022 - December 2022

- Used expertise in After Effects & Adobe Premiere Pro with motion graphics and video production to produce dozens of political video ads while collaborating with script writers and graphics designers.
- Effectively worked under a fast-paced, deadline-oriented environment to ensure clients received high quality products that engaged with their voters or responded to their opposition.
- Leveraged knowledge of color correction and color grading to edit and treat footage to match desired tone of ad spot.
- Sourced proper soundtracks to fit tone of ad and used experience in sound design to equalize audio, enhance vocal tones and add sound effects when needed.
- Encoded and exported final product in various formats to be utilized on mediums such as Hulu, YouTube, Facebook, TV Broadcast, Spotify and Instagram.

UCF COMMUNICATIONS & MARKETING

ORLANDO, FL

Motion Graphics Designer/ Content Producer

August 2017 - March 2022

- Facilitated a vast number of animated graphics (title animations, lower thirds, animated transitions, etc.) for digital marketing assets within the university's Marketing and Communications department - included but not limited to: commencement materials, campus wide and national videos, social media graphics and campus communications.
- Directed, filmed, and produced several UCF video series; College Cooking with the Bite Knights, What Makes..., Research in 60 Seconds, along with several other smaller video projects including, b-roll packages for news, event recaps, and educational/resource videos.
- Using Adobe Photoshop and After Effects designed, animated and enabled 200+ unique Giphy stickers for social use across multiple UCF platforms which have helped attract over 420M views.
- Captured and edited (Adobe Lightroom) photographic content for social posts, university publications and online news forums.

- Created 2D kinetic animations (Adobe After Effects) such as; motion graphics templates, lower thirds, title animations, animated graphs and charts for a wide range of projects utilized by the department for internal and external use.
- Sorted, organized, and archived footage to maintain an efficient digital video media library.
- Managed a team of ~15 young professionals to teach them skills and provide them with tools to be successful in social media content creation.

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

ORLANDO, FL

Bachelor of Science in Business Administration, Marketing