

EDUCATION

University of Southern California Marshall School of Business

Master of Business Administration

Graduated Spring 2023

Washington University in St. Louis

BA in American Culture Studies
 Minor in Writing

Graduated Spring 2016

SKILLS

Adobe Premiere
 Adobe After Effects
 Adobe Audition
 Adobe Photoshop
 Final Cut X
 Cinema / Mirrorless Camera Systems
 Studio Lighting
 Podcast Production and Publishing

Conversational Spanish

EXPERIENCE

Brian Benton Studio New York, NY / Los Angeles, CA 2018 to Present

Brian Benton Studio is a full service video and social content studio. We work with brand and agency clients and specialize in creating video and photo experiences for distribution and integration into email, social media, and web marketing campaigns. See past work, read testimonials and learn more at www.brianfbenton.com.

Selected Project Case Studies:

- **Symplicity** (2018 to Present) - *Created over 20 animated explainer videos for Symplicity's suite of ed-tech products, which have been viewed over 25,000 times. Worked with global teams to localize and deliver versions for UK, Australia and LATAM audiences.*
- **The Smithsonian Institution** (2020 to 2021) - *Created six videos for The Smithsonian's "Inspiring STEM Pathways" series, converting a series of lectures for adults with Black inventors and scientists into educational content for students by incorporating new interviews, motion graphics and animated features.*
- **Melissa Wood Health** (2019 to 2021) - *Filmed and edited 140 workout videos to serve as initial content library for the Melissa Wood app, which grew to 100,000 paying subscribers within six months. Created content bi-weekly for Instagram and YouTube accounts with 1.1M and 200,000 subscribers, respectively.*

Elevance Health Remote September 2022 to September 2023 Video Consultant (Contract)

- Collaborated with company-wide, cross-functional teams to update 80+ existing video ad assets to new branding as part of Anthem's corporate rebranding to Elevance Health.
- Led production of three new video ad campaigns. Managed seven freelancers on two production teams, allocated production budget and collaborated with agency Art Direction team.
- Improved holistic video processes by maintaining and updating video editing brand kit and templating motion graphics edit flows.

The Howard Hughes Corporation New York, NY May 2018 to October 2018 Content Strategist and Producer (Contract)

- Produced and created visual content to promote inaugural Pier 17 Concert Series; campaigns resulted in Instagram account growth of 600% over four months and sold out attendance at 80% of shows.
- Worked with key partners and sponsors including Live Nation, Heineken and Chase to conceptualize and shoot social campaigns for 2018 concert series and future use.

Multiply New York, NY November 2017 to April 2018 Creative

- Produced and edited video and social content for agency accounts including Ace Hardware, Hero Clean and Basil Hayden's.
- Worked with Account / Art Direction teams to conceptualize and produce content, and brainstorm and develop creative concepts for new business prospects and pitch development.