Brandon M. Wattenbarger

(770) 688-9600   brandonmwatt@gmail.com   brandonmwatt.com   Atlanta, GA 30341

Adaptable professional with 8 years of experience and proven knowledge of video production, marketing, and live broadcast. Creative and highly-skilled producer that offers impressive portfolio of work. Passion for developing and sharing compelling stories through media. Experienced in developing artistic presentation across various platforms.

EXPERIENCE

DIRECTOR/PRODUCER/EDITOR   **Atlanta, GEORGIA**
Leading The Way   *September 2020 - Present*

- Directed weekly livestreams and managed teams to prepare and execute local and international broadcasts.
- Led teams and trained editors, promoting high quality execution and deadline adherence.
- Creation of video content on a daily basis by crafting engaging stories for Television broadcast.

CAST ENGAGEMENT MARKETING SPECIALIST   **Orlando, FLORIDA**
The Walt Disney Company   *July 2018 - June 2019*

- Developed campaigns and content plans aligning with the company brand.
- Collaborated with various teams to create new marketing initiatives and measure results.
- Refined marketing strategies to increase efficiencies throughout the department.

CREATIVE LEAD   **Atlanta, GEORGIA**
Libruem International   *July 2016 - August 2017*

- Implemented innovative and successful strategies to increase brand engagement.
- Spearheaded the design, development, and execution of all creative projects.
- Executed programming projects that complied with existing coding standards and design styles.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)   **Athens, GEORGIA**
MARKETING AND INTERNATIONAL BUSINESS, MINORS IN SPANISH AND FILM *August 2016 - May 2020*
Terry College Of Business, University Of Georgia

SKILLS

- Bilingual (English and Spanish)
- Adobe Creative Suite, AVID, and DaVinci
- Broadcast and Live Streaming
- Social Media Content Creation

- Web and Graphic Design
- Communications and Digital Marketing
- Film, TV, and Video Production
- Photography, Illustration, Music Production