


Bronwyn Redvers-Lee

Digital Media Production & Communications

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 redverslee.com

SUMMARY

Dedicated to developing digital campaigns that leverage strategic communication initiatives. I have 7 years of experience in digital content, the past 3 being in film & TV production. Due to the nature of my work with talent and crew, I am particularly adept at people management and handling sensitive information.

I highly value collaboration and build relationships with team members and clients easily.

EDUCATION

St. Olaf University
B.A. Media Studies & Music

SKILLS

SEO
Graphic Design
Adobe InDesign
Adobe Premiere
Adobe Photoshop
Data Management
Social Media Marketing
Internal Communications
External Communications
Video Editing for Social Media

EXPERIENCE

Background Casting - Alessi Hartigan Casting
July 2022 - August 2023

- Cast background actors for Paramount series *Special Ops: Lioness* and HBO's *Duster*
- Graphic design: used Canva and InDesign to create casting flyers
- Employed SEO (Facebook & Instagram) in digital casting campaigns
- Managed data for and communications to 3000+ background actors
- Improved site traffic to new casting database

TV & Film Coordinator

January 2022 - February 2023

- Facilitated COVID testing for film productions including *Jack Ryan Season 4* and *Cross*
- Daily management of sensitive health data
- Interdepartmental communications: sent crew daily testing updates, implemented SAG-AFTRA RTW agreement, strategised with production manager
- Managed a team of 6

Senior Producer's Assistant - Zinnia Films

December 2020 - January 2021

- Business development: represented the company at networking events
- Relationship building with C-Suite executives to cultivate B2B sales
- Video production and post production

Marketing Intern - Smithsonian Folkways June 2019 - January 2020

- Metadata analysis of archival content for DSPs
- Managed digital streaming platform distribution
- Email marketing: wrote & copyedited newsletters and press releases
- Maintained press sheets

Audio/Video Engineer - St. Olaf University

Sep 2016 - May 2020

- Camera operator, audio technician, & broadcast engineer for university lectures, events, concerts, & recitals