

BRYAN FUSFIELD

VIDEO MARKETING STRATEGY
PARTNERSHIPS & OUTREACH
VISUAL STORYTELLING

786.282.8867

bryanfusfield@gmail.com

www.bryanfusfield.com

Denver, CO

Video Operations Lead
TTEC

Denver, CO
October 2020 - Present

- Maintain in-house video production processes for the marketing team, supporting ~\$700m in 2023 revenue
- Design and oversee the digital asset management workflow across local and international video editors
- Directly interface with clients, partners, and internal stakeholders to produce sales collateral for RFP negotiations
- Serve as creative liaison between executive leadership and video team for marketing communications and events
- Collaborate with IT to certify sustainable hardware infrastructure processes and operational readiness at all times
- Manage a team of three international video editors supporting American, APAC, and EMEA regional video content
- Represent the video team in all enterprise initiatives and vendor planning

Global Media Manager
DDay Squadron + DC-3 Society 501(c)(3)

Denver, CO
October 2022 - Present

- Coordinate airshow and aircraft logistics with partner warbird operators and local airfields for media planning
- Manage vintage aviation-centric graphics and visuals to support ongoing fundraising and informational campaigns
- Increased Instagram reach 199% in 6 months between January 2023 and June 2023 (Account reach of 216,706)
- Lead the distribution of official information and planning among Squadron photographers and videographers
- Plan social media calendars for members, partnerships, and events, ensuring coordinated posts across varying platforms
- Communicate with aircraft operators and historians to coordinate livestream broadcasts and unique aircraft features
- Automate Facebook/Instagram/Linkedin content updates across all channels (700k accounts reached Q2 & Q3 2023)

Brand Manager + Producer
Bryan Fusfield Media

Denver, CO
August 2018 - October 2020

- Produced live action video and animation for recurring clients in the multifamily apartment industry
- Set marketing performance indicators to help startups analyze effectiveness of ad spend/budgets
- Designed social media, email, and paid advertising assets for ecommerce and D2C brands in the Colorado region

Writer + Military Genealogist
Stories Behind the Stars 501(c)(3)

Denver, CO
September 2020 - Present

- Research & write short-form biographies of fallen American servicemen in WWII for Fold3 & Ancestry
- Leverage government data & genealogy collections to complete a research picture
- Manage individual veteran data, primary documents, local newspapers & imagery for optimized search index.
- Produce marketing and social media video content for historical research non-profits via original and archive media

Visual Communications Manager
Digible, Inc.

Denver, CO
January 2019 - March 2020

- Supported up to \$500k in monthly agency revenue through in-house video editing and vector-based design content
- Established automated, monthly visual data reporting process for clients between data insights and creative teams
- Lead the creation and application of brand guidelines in two separate brand profiles for a data visualization firm
- Developed inbound + outbound video marketing strategies that are attributed to 14 consecutive months of increased user growth rates

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Video Editor
Chewy.com

Dania Beach, FL
September 2017 - August 2018

- Served as a liaison between camera/production teams to ensure media standards and alignment in post-production
- Combine digital asset management with narrative storytelling to deliver engaging video content for e-commerce SEO
- Interface with IT teams to build local file transfer network between in-house recording studio and on-site file server
- Responsible for isolating workflow deficiencies to ensure optimized process design across all lines of marketing video content

Post Production Coordinator
Onboard Media

Miami, FL
May 2016 - September 2017

- Created and remotely deployed advertising video content across 200+ world-wide cruise ships
- Developed multilingual subtitle process that allowed editing and distributing videos in foreign languages (Chinese, Korean)
- Ingested and supervised digital asset management system for internal production and global distribution workflows

Education

Tulane University Class of 2016 - B.A. in Digital Film Production + Environmental Studies

Proficiencies

Creative Software: Adobe CC - Premiere, After Effects, Audition, Media Encoder, Illustrator, Acrobat, Photoshop, Figma

Hardware: Mac + Windows OS; DSLR Platforms: Sony, Lumix, Canon; DJI Drone/Gimbal systems, Mac Render Farm array

Task Management: Frame.io, Asana, Monday.com, Airtable, Jira, Wrike, G-Suite, Microsoft Suite, Hootsuite, Vista Social, Tailwind Social, Agile Marketing Methodology

Research: Ancestry Institute, Fold3, Newspapers.com, NARA Online Resources, TogetherWeServed, HonorStates, FindAGrave, Missing Air Crew Reports, Archive Copyright Law, Military Insignia, Reddit, the depths of the internet

Interests

Aviation + Vintage Aircraft, Historical Maps, Mapa Data Visualization, Warbird Restoration, WWII History, Veteran Advocacy, Pet Rescue, AI Research, Generative AI, Offroading/Overlanding, Skiing, Camping, Bluegrass, Leadership Methodologies, Model Airplanes, Smart Investing, Social Media Management, Outdoor Safety, Flight Sim Video Games, Mechanical Keyboards

Certifications

- Learning Brew Business Essentials Accelerator
- School of Motion - Mograph Design
- NOLS Wilderness First Aid
- CPR (Human and Dogs!)
- Media Member - DC-3 Aircraft Society