

Audrey Broughton

Brand-Focused Multimedia Producer & Storyteller

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SUMMARY

Multimedia producer and storyteller with a track record of creating high-impact content for brands, startups, and global organizations. Expert in video production, motion graphics, and digital campaigns that drive engagement and strengthen brand identity. Proven ability to lead creative projects from concept to delivery while exceeding audience and brand expectations.

PROFESSIONAL EXPERIENCE

HOMEGROWN

Contract Videographer

Atlanta, GA
2025-Present

- Produce 10+ branded marketing and explainer videos for website, LinkedIn, and social media, driving audience engagement and brand recognition
- Partner with communications team to translate campaign objectives into visually compelling content aligned with brand strategy
- Lead full-cycle video production, including concept development, filming, editing, and final delivery for high-impact digital campaigns
- Deliver high-quality content under tight deadlines (5–7 day turnaround) to maintain consistent brand messaging across platforms

UNITED NATIONS VOLUNTEERS

Video Editor & Graphics Designer

Remote
2024-Present

- Develop multimedia content for UNICEF spokesperson James Elder, supporting global communications and advocacy campaigns while maintaining brand consistency
- Contribute to content surpassing 1M+ views, amplifying audience engagement and digital reach
- Collaborate with international stakeholders across time zones to ensure cohesive messaging and professional presentation
- Deliver platform-ready video and graphic assets under accelerated timelines, frequently within 24 hours

Volunteer Website Designer | Greenairy (UNDP)

- Led 8-week website redesign for Sproutastic, a gamified sustainability education platform for children and schools, enhancing UX and brand tone
- Improved digital visibility and awareness of Sproutastic's sustainability initiatives, connecting online learning with hands-on activities like microgreen growth
- Contributed to Sproutastic winning the WSA Young Innovators Award 2025, recognizing innovation in sustainability education

WWE ON-AIR GRAPHICS COLLABORATION (SCADPRO)

Post-Production Lead

Atlanta, GA
2023-2024

- Led a team of 20+ artists in producing broadcast-quality motion graphics for live World Wrestling Entertainment programming, completing the project within a 10-week turnaround from ideation to completion
- Produced lower thirds and on-air graphics presented in final client review, demonstrating polished visual storytelling and brand alignment
- Met weekly with the Creative Director and WWE clients to review progress, refine creative direction, and oversee post-production workflows for visual precision and consistency
- Completed SCADamp professional training in public speaking and client presentation, enhancing delivery of creative concepts to stakeholders

SCAD SERVE

Contract Producer & Alumni Mentor

Atlanta, GA
2025

- Directed, produced, and edited a final showcase film utilizing LED virtual production technology, highlighting brand-aligned creative storytelling
- Mentored 20+ student team members through production phases, guiding narrative development and visual strategy
- Coordinated with city partners and cross-functional teams to deliver polished, brand-consistent presentations on schedule

MARINE CORPS HERITAGE FOUNDATION
Outreach Special Assistant

Remote
2024-Present

- Produce digital media content supporting nonprofit outreach, education, and historical storytelling initiatives
- Manage multi-platform social media campaigns, tracking performance metrics to inform content strategy and audience growth
- Collaborate with archivists to enhance digital content discoverability for public-facing platforms and educational resources
- Design branded visual assets using Adobe Photoshop and Canva for social media and the Marine Corps History Division website

ATLANTA HISTORY CENTER
Guest Engagement Ambassador

Atlanta, GA
2025-2026

- Delivered front-facing communication and visitor engagement to enhance audience experience and reinforce institutional branding
- Supported programming and public events emphasizing accessibility, engagement, and consistent audience messaging
- Coordinated with departments on event logistics and program execution to ensure cohesive visitor experiences
- Collected and analyzed visitor feedback to inform programming and content strategies

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN
Bachelor of Fine Arts in Visual Effects, Minor in Film & Television
magna cum laude | GPA: 3.83 | Dean's List 2020-2024

Atlanta, GA
2020-2024

ADDITIONAL INFORMATION

Technical Skills: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, DaVinci Resolve, Nuke, LED Virtual Production, Motion Capture, Sound Design, Video Compression & Media Delivery, Client-Facing Presentation, Social Media Video Optimization, Creative Direction, Project Planning, Tessitura, Video Production, Cinematography, Editing, Motion Graphics, Color Grading

Languages: Fluent in English (native), Spanish

Awards: WSA Young Innovator's Award, 2025 – Greenairy "Sproutastic" Sustainability Education Platform