

# BRANDON

## Creative Marketing Specialist & Video Producer

Western Cape, South Africa

RooCruit

### PROFESSIONAL SUMMARY

*Creative marketing specialist operating at the intersection of video production, content strategy, and AI-driven workflows. With a portfolio of over 500 published marketing videos, I specialize in turning attention into action through sharp visual storytelling, persuasive copy, and performance-driven creative. Highly skilled in high-level video editing and utilizing intelligent AI systems to scale content production across SaaS, B2B, tech, and financial sectors without compromising craft.*

### KEY SKILLS

- Creative Video Production & Directing
- High-Level Video Editing
- AI Implementation for Marketing
- UGC Content Creation
- Content & Copywriting
- Strategic Marketing Leadership
- Email & Blog Marketing Strategy
- Photography & Videography
- Scriptwriting & Conceptualization
- Social Media Campaigns

### PROFESSIONAL EXPERIENCE

#### Content Marketing Specialist & UGC Creator

2024 – Present

*International Video Marketing & Strategy Agency*

- Leading content marketing strategy focusing on UGC creation and persuasive copywriting.

- Implementing AI specialist workflows to optimize production and strategy execution.

**CEO, Producer & Creative Director****2022 – 2024***Creative Content & Brand Strategy Agency*

- Executive leadership of creative projects, acting as lead copywriter and producer.
- Developed comprehensive brand systems where video, copy, and design function as a single creative ecosystem.

**Head Creative Producer, Editor & Director of Photography****2017 – 2024***Boutique Visual Production Studio*

- Conceptualized and executed over 500 marketing videos for diverse industries including Tech, Health, and Finance.
- Managed end-to-end production from concept through final delivery, ensuring alignment with commercial intent and business goals.

**Head of Video Production & Scriptwriting (Lecturer)****2021 – 2022***Private Creative Arts Education Institution*

- Educated upcoming professionals on industry-standard video production and narrative scriptwriting techniques.

**Creative Producer & Head of Copywriting****2016 – 2017***Full-Service Creative Marketing Agency*

- Executed video ideas, blog writing, and article creation for multi-channel social media campaigns.
- Bridged the gap between visual storytelling and written content to drive audience engagement.

**EDUCATION****BA Dramatic Arts & Television Studies****2012 – 2014**

University of Pretoria

## LANGUAGES

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**English:** Native/Professional   **Afrikaans:** Professional