

BRYANT THOMAS

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WWW: <https://true-north.media>

PROFESSIONAL SUMMARY

Dynamic Digital Content Coordinator, and US Army Veteran, with a proven track record at meeting deadlines under pressure, excelling in video production, and social media strategy. Expert in Davinci Resolve Studio full suite and content strategy development, I drive brand engagement and sales leads through innovative campaigns, mentoring interns, and delivering impactful visual storytelling.

SKILLS

- Content strategy development
- Video editing
- Davinci Resolve Studio
- Keyword research
- Adobe creative suite
- Motion Graphics Design

WORK HISTORY

2024 to Current

Digital Content Coordinator

Birkey's Farm Store – Champaign, IL

- Lead video production for 20+ store locations, creating weekly feature videos and social campaigns.
- Manage social media strategy across multiple platforms, growing brand engagement and driving sales leads.
- Direct on-site filming, editing, and publishing of long-form YouTube content, TikToks, and Reels.
- Mentor interns on editing and social trends while reporting directly to the CEO.

2019 to Current

Owner/Freelance Videographer

True North Media – Charleston, IL

- Manage freelance video and social media projects for weddings, events, and sports.
- Create cinematic edits for YouTube clients and small businesses, focusing on engagement and storytelling.
- Build branding packages, portfolios, and content calendars for clients launching social media presence.

2022 to 2024

Videographer & Social Media Manager

Owen Motor Group – Charleston, IL

- Produced creative campaigns for powersports and motorcycle brands (Indian, Polaris, Kawasaki, Ford).

- Shot, edited, and distributed 50+ cinematic product and lifestyle videos optimized for YouTube and Facebook.
- Built daily/weekly social calendars and ad campaigns to increase local engagement and dealership traffic.
- Developed viral creative campaigns (holiday skits, event promos, sports-style intros).

EDUCATION

01/2025

Bachelor of Science: Digital Cinemtography
Full Sail University - Orlando