

Broderick Whittier

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Creative and results-driven marketing professional with 9+ years of experience in digital media, content creation, and social media growth. Proven track record in leading large-scale creative projects, building and training dynamic teams, and driving measurable business growth. Adept at web design, graphic design, video production, and strategic marketing campaigns, with a passion for storytelling and audience engagement.

- **Marketing & Social Media Strategy:** Grew social media presence by 103%, created ad campaigns on Facebook, YouTube, and Google, and delivered measurable ROI for clients.
- **Content Creation & Creative Direction:** Produced promotional materials for television, web, and large scale live events.
- **Team Leadership & Development:** Managed a team of 25 volunteers and paid team members for broadcast, production, and content roles.
- **Technical Expertise:** Proficient in Adobe Creative Suite, project management tools (e.g., Asana, Trello), Microsoft Office, and AV installation and design.

PROFESSIONAL EXPERIENCE

Media Specialist – *Cook's Pest Control Decatur, AL* | 2025 – Present

- Conceptualize, capture, and produce multi-media content—including video, audio, and graphics—for social media campaigns, corporate training, webinars, and internal communications.
- Collaborate with cross-department teams to support marketing initiatives, live/virtual events, ensuring brand consistency and audience engagement.
- Produce, edit, and deliver video/audio projects using **Adobe Premiere Pro, Photoshop, Illustrator, and Lightroom**, as well as manage corporate meeting video recordings.
- Operate and maintain professional media equipment, including cameras, audio gear, and live production tools, ensuring reliable, high-quality content delivery.
- Facilitate virtual studio webinars via **Webex**, coordinating logistics, technical setup, and production support.
- Manage media inventory, equipment maintenance, and supplies to sustain an efficient creative workflow.

Director of Media *Calvary – Decatur, AL | 2016 – Present*

Designed promotional materials for print, advertisement, and in-house communications.

- Directed and executed content creation for large-scale productions.
- Built and managed a live broadcast team, overseeing weekly broadcasts and network configuration.
- Developed internal and external communication strategies to engage diverse audiences.

Marketing Consultant and Creator *Various Clients | 2018 – Present*

- Created engaging social media campaigns for clients, including Texas Roadhouse, Habitat for Humanity, and local businesses.
- Provided marketing coaching and consulting services, helping small businesses grow their digital presence.
- Produced high-quality promotional content tailored to client needs and market trends.

EDUCATION

Bachelor of Fine Arts (BFA) – Filmmaking Practices
Arizona State University