

BRETT SNYDER

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PERSONAL PROFILE

Marketing and video professional with experience in businesses, newsrooms and non-profits

CAREER HIGHLIGHTS

Teamed up with Events DC to storyboard, produce, and edit a six-part podcast on RFK Stadium and the legacy it has within the greater Washington, DC area (to be released early 2025)

Produced and edited a mini-documentary on WTOP News' coverage of January 6, 2021. Conducted interviews, filmed b-roll, and executed the entire editing process

Developed comprehensive branding and video guidelines for a 50+ person marketing department, establishing SOPs that serve as the guidelines for all marketing video.

Collaborated with small businesses to create tailored social media and video strategies, identifying key platforms and optimal approaches to effectively reach their target audiences.

CONTENT MARKETING MANAGER

VIDEO AND PODCAST

SANS Institute, 04/2022 - Present | Bethesda, MD - REMOTE

- Serve as the sole in-house video lead, managing all marketing video production from concept through post-production, including planning, filming, editing, and final delivery.
- Managed freelance videographers and external agencies, ensuring all content aligns with brand standards and meets SANS Institute's quality expectations.
- Provide strategic recommendations on optimal distribution channels for video content, leading to a 3x increase in website visits from social media posts
- Shoot video on-site during events, with a focus on capturing b-roll and testimonial
- Propose and coordinate \$200,000+ annual budget for video production, specifying where specific resources are needed most
- Conceptualized, edited, and produced over 50 episodes of livestream show Wait Just An Infosec, managing all aspects of production, including the intro, outro, lower thirds, and coordinating various instructor-led segments.
- Drafted brand new Video and Podcasting SOPs for entire company, working with internal and external stakeholders to maintain brand and consistency

SOCIAL MEDIA AND VIDEO EDITOR

WTOP News, 01/2020 - 03/2022 | Washington, DC

- Produced and edited professional grade videos, optimizing each for social media and online use
- Shifted the news station's approach from generic social media posts to engaging directly with the audience through various social platforms
- Participated in daily editorial meetings, pitching both daily and long-term video and social media ideas
- Coordinated daily with marketing manager to blend editorial and branding goals by promoting marketing projects through social media and video
- Collaborated with reporters across various beats, working with them directly to craft compelling visual narratives that enhanced storytelling

MARKETING AND VIDEO CONSULTANT

Brett Snyder Media, 10/2016 - Present

- Created marketing and video consultancy for small businesses in four different states and two different countries
- Clients included: Carbon Sports Hockey (MA), TOVI Hockey (MA), NorthShore Mobile Solutions (IL), Ed Rossi Financial (MA), Central Perk Coffee & Deli (DE), Chatter Restaurant (MD), Dickson Central Hostel (Canberra, ACT, AUS), Hometown Podcasts (MA)
- Researched and identified trends in each business's respective industry, formulating strategies based on market shifts
- Responsible for creation and distribution of organic and paid social posts for 30+ accounts on platforms such as Facebook, Twitter, LinkedIn, TikTok
- Wrote and distributed newsletters through email, increasing average open rate by 10% for each business

SPECIALITIES

Shooting with Sony cameras (FX6, FX3, FX30, ZV-E1, A7SIII), Canon Cameras (C300, C700)

Ability to edit in Adobe Premiere Pro, After Effects, Davinci Resolve, Final Cut Pro

Shooting, producing and editing live programming

Social Media Experience with Hootsuite, Sprout Social, all social platforms

Managing projects in Asana, Trello, Smartsheet

EDUCATION

UNIVERSITY OF DELAWARE

Bachelor of Arts in Political Science, Minor in Journalism, 2013-2017