

Brianna C. Flores

Digital Storyteller

WORK EXPERIENCE

Editor/Jr. Producer & Copywriter 2025 - 2026

The McCarthy Companies | Dallas, TX

- Edited and color corrected video content for broadcast, digital, and social platforms, producing short-form videos, while maintaining organized media workflows.
- Contributed to social media strategy by researching industry trends, pitching content ideas, and capturing photo/video assets for campaigns.
- Supported end-to-end production by assisting with script development, spot revisions, shoot preparation, and on-set coordination.

Digital Content Producer - Multimedia 2023 - 2025

Audacy, Inc | Dallas, TX

- Social Media Manager
 - Worked in a team setting to plan and create videos, articles, and graphics for digital distribution of on-air content.
 - Balanced multiple projects across digital platforms while ensuring quality and consistency in content.
 - Leveraged social media to enhance brand awareness and increase listenership of NewsRadio 1080 KRLD
- Podcast & Digital Content Producer
 - Produced episodes for the KRLD podcast Texas Wants to Know, managing guest outreach, audio editing, and deadlines.
 - Researched and wrote articles to complement podcast episodes and digital content, ensuring informative and engaging storytelling.

Freelance Video Production & Content Creation 2018 - Present

Video Recorder & Editor | Dallas, TX

- Created video content tailored to the unique needs of multiple companies and campus organizations.
- Conducted interviews, captured B-roll footage, and edited videos with sound and music to achieve the desired final product.
- Efficiently managed the entire production process, from filming to post-production.
- Owns and utilizes personal microphone set and camera for freelance projects, ensuring high-quality production.

LEADERSHIP EXPERIENCE

Producer and Lead Editor 2020 - 2024

Short Films & Feature | Dallas, TX

- Served as the main film editor for *Crossroads* and multiple short films.
- Dedicated countless hours reviewing editing notes, progressing films from assembly cut to final cut.
- Produced and managed associate producers during intensive pre-production, ensuring tasks were completed efficiently in a collaborative environment.
- Produced *Love in the Evening/Love in the Morning*, *The Lonesome Phantom*, and more.

Head Instructor 2015 - 2021

Karate for Kids, ATA | McKinney, TX

- Applied 5th-degree black belt expertise and 15+ years of martial arts experience to teach self-defense and martial arts techniques.
- Focused on boosting students' self-esteem and confidence through Taekwondo training.

SUMMARY

Editor, producer, and digital journalist passionate about multimedia storytelling. Skilled in social media creation, film editing and production. Strong interest in documentary filmmaking.

CONTACT ME

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🌐 Brianna C. Flores
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EDUCATION

Southern Methodist University

B.F.A Film & Media Arts

B.A Journalism

Southern Methodist University

Arts Management Minor

SKILLS

Adobe Premiere

Adobe After Effects

Audio Editing

Color Correction &
Basic Color Grading

Creative Concept
Pitching

Media Management &
Project Organization

Meta Suite Analytics

Motion Graphics
(Foundational)

On-set Production
Support

Social Media
Management

Sprout Social

Video Editing

REFERENCES AVAILABLE
UPON REQUEST