

Jessica Brown

Video Producer • Editor • Motion Designer

Marietta, GA jessbmedia@gmail.com linkedin.com/in/jessbmedia jessbmedia.com



SUMMARY

Video producer, editor and motion designer with 10+ years of experience making content for SaaS, edtech and hardware technology audiences. Skilled at translating complex products into clear, engaging visual stories through video, motion graphics and 2D/3D animation — from product education videos to marketing campaigns. Comfortable owning creative work end to end, building reusable systems that scale production, using AI tools to move faster without sacrificing craft, and finding the human story behind a product.

100K+ views in 60 days — the highest-performing video in Promethean's history

EXPERIENCE

Promethean • Alpharetta, GA • 2005—2025

Video and Motion Designer

Jun 2023 — Sep 2025

- Owned end-to-end production of product launch and feature-release videos from concept, scripting and storyboarding through editing, motion graphics and final delivery, including the highest-performing video in company history (100K+ views in 60 days).
- Built a reusable motion template and style guide system that reduced production time and enabled consistent output across a team of video creators.
- Edited long-form and short-form content for digital platforms, ensuring strong pacing, clarity and audience engagement.
- Collaborated with marketing, product and internal stakeholders to develop video content aligned with business goals and go-to-market initiatives.
- Supported video shoots, including planning, directing and on-set execution when needed.
- Designed static graphics for digital ads, social media and promotional campaigns.
- Established visual and motion standards for the Learn Promethean platform.

SKILLS

Video production (concept to delivery)
Product storytelling
Motion graphics & animation (2D & 3D)
Visual storytelling
Storyboarding
Scriptwriting
Stakeholder collaboration
Graphic design
Branding
AI-assisted content development
Color correction

TOOLS

After Effects Premiere Illustrator
Photoshop Figma Cinema 4D
Redshift Audition ChatGPT
Claude ElevenLabs
Adobe Workfront Asana

Learning: Cavalry, Blender, DaVinci Resolve

SCHOOL OF MOTION

Cinema 4D Ascent 2024
Cinema 4D Base Camp 2024
Design Kickstart 2021
Photoshop + Illustrator Unleashed 2020
Animation Bootcamp 2016

EDUCATION

B.S., Communication (journalism and media)

Kennesaw State University • 2010—2013

B.S., Information Technology

Southern Polytechnic State University • 2000—2005

Customer Solutions Content Designer

Apr 2022 — Jun 2023

- Produced instructional product videos using 2D animation to simplify complex technical workflows for end users.
- Authored and maintained customer-facing knowledge base articles, improving clarity and content accuracy across support documentation.
- Restructured the information architecture of the support site, streamlining content discoverability and reducing user friction.

Instructional Designer

Aug 2012 — Apr 2022

- Built and led a 100+ video library for customer support end to end (scripting, filming, editing and post-production).
- Built a new-hire onboarding program from the ground up, adopted by support and sales teams over 7+ years.
- Directed on-site video production in a dedicated studio, including lighting, composition and directing subjects.
- Filmed hands-on installation and maintenance workflows, translating complex physical processes into clear visual demonstrations.
- Introduced 2D motion graphics and animation into training content to improve clarity and engagement.

Earlier roles

Sep 2005 — Aug 2012

Senior Customer Care Technician

2008 — Aug 2012

Customer Care Technician

Sep 2005 — 2008