

# Johnny Brayson

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## Employment History

### **Entertainment Writer**

July 2015 to Present

*Bustle*, New York, NY

- Wrote, edited, and published features relating to film and television, often with a heavy research element
- Pitched articles and sourced content and images
- Worked within various CMS including Lovelace and Typeset
- Completed assigned articles daily, on a deadline, in the Bustle voice and with SEO best practices in mind
- Adhered to Bustle's ever-changing style guide
- Attended film screenings and conducted interviews with talent

### **Marketing Content Creator**

August 2016 to September 2020

*MGM Studios*, Beverly Hills, CA

- Developed online presence and voices for MGM brands including Stargate and THIS TV
- Conceived and produced original content for the streaming service/fan destination Stargate Command from its conception
- Assisted in online content strategy and management for various MGM brands
- Took part in the development and planning of promotional materials, merchandise, and events related to MGM brands
- Worked extensively within various Content Management Systems (CMS) such as WordPress, TopFan, and Drupal
- Wrote email newsletters to promote content on MGM networks
- Collaborated with graphic designers and marketing agencies on content strategy

### **Blog Manager**

December 2019 to June 2020

*Sinclair Broadcast Group*, Hunt Valley, MD

- Wrote and maintained the official blogs for Sinclair OTA networks COMET and CHARGE!
- Managed the editorial calendars for said blogs
- Curated and created content that received eight times the average engagement on social media compared to the networks' standard social media posts
- Contributed on-air segments to the COMET livestream podcast
- Edited photos and graphics to be used on the blogs

### **Entertainment Writer**

*Outer Places, LLC*, New York, NY

May 2015 to June 2017

- Wrote and edited science fiction and pop culture-related features and news stories
- Pitched articles and sourced content and images
- Posted targeted advertising content on social media
- Worked within the Joomla-based CMS
- Attended and reported on relevant pop culture events

### **Entertainment Writer**

*Wetpaint*, New York, NY

May 2013 to June 2017

- Pitched, wrote, edited, and published features and news stories related to television, entertainment, and pop culture
- Worked as a part of a team to determine content strategy based on current trends and analytics
- Worked within the WordPress-based CMS

### **Education**

#### **Bachelor of Journalism - Advertising Concentration**

*University of Maine*, Orono, ME

### **Skills and Accomplishments**

- Proficient in WordPress, Microsoft Office, Google Apps, and Apple iWork
- Familiar with Adobe Creative Cloud applications including Photoshop, Premiere Pro, and After Effects
- Basic video editing and photo editing skills
- Rated an Expert in Written Communications by Indeed Assessments
- Experience in working on multiple projects simultaneously and in being highly productive in a remote environment
- Studied television sitcom writing and sketch comedy writing at the UCB Theatre (NY & LA), the People's Improv Theater (NY), and the Nerdist School (LA)
- Certified in Google Analytics
- Finished as a top-three finalist in the Television Spec category of the Final Draft Big Break screenwriting contest - 2015