

Brock L. Bennett

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Experienced post-production motion graphic designer across media including theatrical trailers, streaming, broadcast, gaming and creative content. Includes 2D and 3D animation for a wide breadth of layouts, designs, and video codecs and sizes renderings.

Professional Experience

Apple TV, **Digital Media Specialist**, *March 2023 - Present*

- Managed and coordinated the intake and distribution of diverse digital assets, including video, audio, image, and timed text, ensuring compliance with Apple TV+ specifications and industry standards.
- Improved asset intake and delivery processes, reducing errors and increasing overall efficiency by 20%.
- Conducted validation and quality control checks on all media assets, identifying and resolving issues to maintain high standards of media quality.
- Managed the digital asset lifecycle for Apple TV+ original content, delivering all media components 10% ahead of schedule.
- Collaborated with cross-functional teams, including content creators, marketing teams, and technical departments, to facilitate seamless media integration and delivery.
- Metadata tagged all digital assets, enhancing searchability and organization within Apple TV+ systems.
- Applied knowledge of various media formats and encoding standards to optimize asset compatibility and performance across multiple platforms.
- Implemented process improvements and innovative solutions to streamline asset workflows, increasing efficiency and reducing turnaround times.

Motion Graphics Designer, **BCI, LLC**, *June 2018 - Present*

- Successfully completed over 50 motion graphics projects for diverse clients, maintaining a 95% client satisfaction rate.
- Increased client engagement and social media interaction by 30% through the creation of high-quality and visually appealing motion graphics.
- Designed and created dynamic motion graphics for a variety of clients, including advertisements, explainer videos, social media content, and corporate presentations.
- Collaborated with clients to understand their vision and requirements, translating concepts into engaging and visually appealing motion graphics.
- Developed storyboards and visual concepts to effectively communicate ideas and project scope.
- Used animation principles to create fluid and compelling animations that enhance the overall message and appeal of the content.
- Edited and refined video content, incorporating feedback from clients to achieve the desired final product.
- Managed project timelines and deliverables, ensuring completion within deadlines and budget constraints.
- Applied expertise in color grading, typography, and visual effects to enhance the visual quality and impact of motion graphics.

UCLA, Los Angeles, CA, **Junior Motion Graphics Designer**, *April - June 2021*

- Successfully delivered over 20 motion graphics and animation projects for university departments and external clients, receiving positive feedback for creativity and technical proficiency.

- Designed and developed dynamic motion graphics and character animations for university projects and external clients, blending graphic design and animation with cinematic storytelling techniques.
- Created visual effects and 3D typography, significantly enhancing the visual appeal and engagement of various multimedia projects.
- Applied advanced editing skills, camera work, lighting, and sound design to produce high-quality animations and motion graphics.
- Collaborated with cross-functional teams, including filmmakers, designers, and sound engineers, to deliver cohesive and impactful visual content.
- Conducted workshops and training sessions for peers, sharing expertise in motion graphics and character animation techniques.
- Managed multiple projects simultaneously, ensuring all deliverables met high standards of quality and were completed on time.

Redify Mobile Application, Atlanta, GA, **Digital Marketing Specialist**, *January 2019 - May 2020*

- Increased app downloads by 40% within the first three months of the launch through targeted digital marketing campaigns.
- Grew social media following by 50% and improved user engagement by creating and sharing informative and compelling content related to product safety and health awareness
- Promoted the launch of the Redify mobile app using Google Analytics and Facebook Ads Manager to analyze and optimize campaign performance, empowering users to identify and avoid cosmetics and food products containing toxic ingredients through a barcode scanner.
- Developed and executed comprehensive digital marketing strategies with tools like Hootsuite and Mailchimp to raise awareness and drive downloads of the Redify app.
- Created engaging content with Adobe Photoshop and Adobe Illustrator for social media, email campaigns, and the company website to communicate the app's benefits and features.
- Conducted market research using SEO tools such as Moz and SEMrush to identify target audiences, including individuals concerned with cancer, infertility, fetal development defects, hormonal imbalances, immune deficiencies, hyper allergic responses, childhood obesity, autism, ADD, and ADHD.
- Collaborated with design and development teams using content management systems like WordPress to ensure marketing materials accurately represented the app's capabilities and benefits.
- Analyzed marketing campaign performance with Google Analytics, optimizing strategies to increase user engagement and app adoption.

Skills, Programs, and Certifications:

Structured Query Language | Python | Windows Powershell | Microsoft Office Suite | Adobe Photoshop | Adobe After Effects | Adobe Premiere | Pro Adobe Illustrator | Blender | Social Media Platforms | Google Support IT Certification

Education:

Morehouse College, Atlanta, GA, Bachelor of Arts | Fall 2020 | Major: Communication Studies with a concentration in data trends. | Dean's List | Honor Roll

Undergraduate Experience:

NCAA Collegiate Basketball - Morehouse College Varsity Basketball |
 Congressional Caucus Intern - Summer 2016
 Elite Basketball Academy at Harvard University, Cambridge, Massachusetts
 UCLA Elite High School Basketball Camp, Los Angeles, California |