

Adam Brixey

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Education

Wright State University, Dayton OH | 2007-2012

BFA, Film/Video Production

Work Experience

The Reynolds and Reynolds Company | Dayton, OH

Brand Marketing Manager, Multimedia Team | 2021 – Present

- Lead team of creative professionals in creation of all company customer-facing media
- Develop key marketing initiatives and craft messaging in coordination with content teams
- Organize all A/V for company events
- Coordinate with third-party media organizations to provide assets for publication
- Nurture development of team members, ensuring long-term success and alignment with company goals
- Key cinematographer, videographer, and photographer

Brand Marketing Supervisor, Multimedia Team | 2018 – 2021

- Oversaw creation of all video and audio projects for corporate video team
- Led execution of company video marketing initiatives
- Organized architectural design and optimization of new video editing space after team outgrew previous working area

Lead Video Editor | 2013 – 2018

- Crafted captivating and engaging media content for use in company's online marketing campaigns
- Provided production assistance in camera, lighting, art direction, and directing
- Created more efficient editing and review processes with other departments

Infinite Capture Photography

Owner | 2014 – Present

- Provide photography services to capture special moments for clients, including weddings, portraits, and events

Skills

Leadership | Oversee creative teams, develop production processes, effectively communicate with stakeholders

Brand Management | Ensure brand standards are upheld, oversee consistency across all communication channels

Strategic Planning | Develop and execute comprehensive marketing strategies aligned to company goals

Project Management | Manage multiple projects simultaneously, ensure objectives and deadlines are met

Event Planning | Coordinate A/V and technical aspects to ensure well-run, effective events

Budget Management | Ensure budgets are defined and adhered to, cut unnecessary costs and eliminate inefficiencies

Staying Current | Keep up with the modern marketing landscape, incorporate new ideas, technology, and skills

Post-Production | Adobe Creative Suite, Microsoft Office, Project Mgmt. (ActiveCollab), Creative Review (PageProof)

Recognition

Manager of the Year | Dec. 2022, Reynolds and Reynolds

Recognized for outstanding contributions to company projects. Only one manager recognized yearly (5k+ associate company). Chosen by CEO, presented by my Senior VP.

Marketing Dept. Meritorious Performance Award | Dec. 2020, Reynolds and Reynolds

Quarterly department award. Recognized my efforts in supporting all media initiatives despite disruption of pandemic lock-downs, including creation of new podcast spaces, leading Zoom recording procedures, and coordinating major virtual events.