

Demour Breen

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PRODUCER

Demour is an award-winning visual storyteller and multidisciplinary producer with 5 years of experience working in brand advertising, integrated marketing, and social media. In her previous role, she led production on both traditional and integrated marketing campaigns, managing budgets ranging from \$50,000 - \$250,000. Demour has worked with social campaigns that have received over 750 million impressions across multiple platforms. Managing fast timelines, challenging budgets, and the ever-evolving world of video is Demour's forte.

KEY COMPETENCIES

Production Management
Talent Coordination
Asana
Adobe Creative Suite

Budget Management
Negotiations
Concept Development
Project Management

Team leadership
Communication
Post-Production
Client Presentations

PROFESSIONAL EXPERIENCE

Test Tube Productions / Producer

April 2021 - Present

- Guide both internal and external teams in the effective creation and execution of diverse digital campaigns and branded content.
- Negotiate terms and conditions with celebrities, athletes, musicians, influencers, etc.
- Collaborate with content creators on social concepts across various social media platforms.
- Led and provided direction to an editor and videographer for over 50 projects.
- Track end-to-end photo shoot and video deliverables.
- Lead communication of timelines, and status updates, and thrive in fast-paced environments.
- Maintain and update post-production workflow records with deadlines, consistently delivering high-quality content within tight schedules.
- Oversee 2-3 video projects at a time, including location scouting, talent coordination, and equipment management for TV, OLV, Social, OOH, and digital experiences.

Test Tube Productions / Associate Producer & Editor

Sept 2019- April 2021

- Assist the VP of Production with all production needs.
- Track and create budgets, purchase orders, and invoices.
- Edit and collaborate with the creative team for final deliverables
- Produced campaigns that received over 750 Million Impressions.

Independent Film / Social Media Manager

Jun 2018 - Sept 2019

- Manage and create a monthly calendar for all social media platforms (Instagram, Facebook, Twitter).
- Develop and maintain the film's website.
- Uploaded all content into Buffer for approvals and scheduled posting dates once approved.
- Filmed and edited content from promotional events.

Untitled Inc. / Production Assistant

Jun 2017- Jul 2017

- Supported and coordinated multiple commercial productions for clients such as Honda and Calzedonia.
 - Assisted across multiple departments providing help where needed.
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EDUCATION

The University of Georgia
Bachelor of Arts in Journalism

PROFESSIONAL AWARDS

- Silver Clio Sports Award 2022
- Bronze Clio Sports Award 2022
- The One Show Bronze 2021
- The Mosaic Award 2020