Adaptable professional productively pursuing my passion for creative opportunities and growth

Briana M. Augustus

Email: BrianaAugustus@gmail.com | Text/Call: +1 (504) 356-1866 (**LA**) | +1 (901) 828-2242 (**TN**)
Website: https://www.brianaaugustusdesign.com | About Me: www.brianaaugustusdesign.com/about.html

The University of Memphis - Memphis, TN - 2011 to 2015

Bachelor of Arts degree | Communications Major, Film & Video Production Concentration, and French Minor with Cum Laude honors

- *Pi Delta Phi Member of the Delta Lambda chapter of the French Honor Society since April 2015 and Black Scholars Unlimited Member of this University of Memphis honors society since September 2010*
- *Sigma Alpha Lambda Member and Omicron Delta Kappa Member (two national leadership and honors societies)*

Authorized to work in the U.S. | Based in New Orleans, Louisiana

Skillset

- Microsoft Windows and Apple OS device experience
- Advanced computer literacy, Data Entry, typing and transcribing abilities
- Project Organization, Time Management & Great Attention to Detail
- Agency Public Media Relations Content Writer, Creator, & Media Producer
- Writing for Official and Professional Electronic Communications including Public Service Announcements for Internal and External Communications
- Mass digital communications media design coordination, digital campaign management, finalization following peer reviews, configuration of campaign distribution settings, and publication of official media (i.e. Mailchimp, Campaign Monitor, Canva, internal database navigation).
- Proofreading official documentation, website text, and other public media releases
- HTML Coding and Graphic Design skills to create and update design templates, event/project materials, production branding files, etc.
- Drafting Marketing and Production Proposals and Professionally Presenting to Prospective Clients to Earn their Business
- Endearing Interpersonal Communication skills
- Team-Building Leadership & Human Resources management support experience
- Hubspot CRM Account Developer and Trainer
- Digital Marketing Strategy Research & Development
- Marketing Content Creator, Brand Awareness Strategy, and Strategic Visual Media Designs
- Social Media & Online Marketing Manager (including Facebook, Instagram, Twitter now X)
- Experienced in Google Docs, Google Forms, Sheets, and Slides as well as basic Google Analytics knowledge
- Photography Event Teams Manager, Employee Performance Evaluator and Reviewer

Positive, Productive Teammate in the Office or Field

- High-Volume Photography & Lab Production Management
- Electronic Newsletter & Data/Analytics management of systems used to regularly handle official organizational communications and online publications (Mailchimp, Campaign Monitor, social media platform analytics)
- Visual marketing campaign execution & coordination (target audience included over 20,000 subscribers)
- Client Blog & Online Analytics Management
- Administrative Technical Support
- Videographer including Film Session Recording coordination and on-location, interior and exterior, event coverage
- Pre-production planning
- Post-production Video Editing (Adobe Premiere Pro, Adobe Media Encoder)
- Experienced and active Adobe Creative Suite user
- Marketing & Customer Sales Experience
- Website Design (Wordpress, Wix, Weebly)
- Website Management (GoDaddy, Wix)
- HTML Styling/Coding, Template Customization & Mobile-Friendly Configuration for Distribution and Cross-Device viewing
- Healthcare Administration experience as an Assistant Medical Receptionist and Medical Billing & Coding Specialist
- Writing & Investigative Research experience as an independent writer and improvisational event host
- Experienced in Microsoft Suite, including Microsoft Outlook, Word, PowerPoint, and Excel
- Proven working knowledge of Microsoft Excel spreadsheet data management and contact data aggregation and import/export formatting, including custom spreadsheet creation, custom formulas, basic QuickFill strategies, and data file

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conversions/transfers across technological systems.

Recent Work Summary

- Dynamic professional background serving in technologically roles that creatively combined my unique skillset Technical Writer/Proofreader/Editor, Media Producer, & Projects Manager for short- and long-form media projects. Proven background in a diversity of published content creations as an experienced Adobe Creative Suite user, Skilled Photographer & Retoucher, Graphic Designer, and Videographer & Editor (i.e. Adobe Premiere Pro, Photoshop, Bridge, Lightroom, Illustrator, and other digital media editing tools). View an agency marketing video sample by clicking here or by jumping to the end of this document.

Employment History

Client-Based Independent Contractor, New Orleans, LA - July 2015 to Present

Multimedia Artist | *Utilize Adobe Creative Suite applications, Microsoft PC and Apple Mac OS experience, Live Performance Art & Event Production Organizer*

- **Photographer** and **Videographer** for client events (View public client work at https://www.brianaaugustusdesign.com/client-galleries)
- **Website Designer**, **Online Content Manager,** and **Digital Marketer** (View public client work at https://brianaaugustus.com/websites/)
- Digital Marketing Content Creator & Graphic Designer (see samples on final pages)
- Fine Art Mixed Media **Painter** (Original and Commissioned Pieces)
- **Filmmaker** & **Film Technician** since January 2014 **|** *Professional commercial, independent, shorts and feature film work includes:*
    - GRIP (Including SNACK TIME - A Will Bryson film - awarded "Best Hometowner Narrative Short" at 2014 Indie Memphis Film Festival)
    - ASSISTANT CAMERA (CATHARSIS - A Tori Himes film - April 2017)
    - PRODUCTION ASSISTANT (Including Judgeship Campaign Commercial - New Orleans, LA; Red Fitz Production Co.)
    - GAFFER (Including PEERING INTO DARKNESS - A Piras Media and Jana Barroga film)

Full-Time/On-Site, Louisiana Attorney Disciplinary Board, Metairie, LA - March 2023 to March 2026

Media Production Specialist | *Utilized Campaign Monitor, Mailchimp, Canva, Adobe Premiere Pro, Adobe Media Encoder, Adobe Bridge, Adobe Photoshop, Proprietary Internal Database Software*

- Professional, Full-Time Videographer & Editor for interviews, educational programming film projects, continuing legal education event series, and other Board events
- Brand Marketing Content & Lead Media Producer for digital, email, and print media campaigns.
- Project Management (from start to finish, conducted studio recording sessions, live event recordings, film/video productions, from their genesis to their publication);
- Studio Recording Session Organizer and Lead Video Technician;
- Event media production and on-site/on-location media department resource coordination;
- Post-production footage management, brand template creation, and skilled video/photo editing.

Full-Time/On-Site, Candid Campus Photography, Inc., Gretna, LA - September 2021 to March 2023

Production Manager | *Included role as in-house Event Marketing Content Creator and Event Production Coordinator*

- High-volume photography lab production and customer service contact for event production inquiries, product resolution, and media transfer troubleshooting support

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- Worked closely with the then-President/Owner to Research, Develop, and Co-manage office communication systems and departmental resource needs
- Developed photography production workflows that integrated multi-departmental needs into the everyday processes of the appropriate and the best-suited personnel
- Company management/ownership changes occurred amidst my transition to my new full-time role as Media Production Specialist (March 2023).

Full-Time/On-Site, Candid Campus Photography, Inc., Gretna, LA - January 2020 to March 2022

Photography Manager

- Hired, trained & managed photographers and assistants
- Coordinated & managed clients and events schedules with client contacts
- Navigated in-person university/college event graduation planning and spear-headed the implementation of safe distancing event strategies that aligned the latest Department of Health recommendations amidst an unprecedented global pandemic
- Prepared event job bags and arranged accommodations for events & photographers pre- and post-events
- Handled in-the-field troubleshooting and Managed the photography equipment inventory
- Created marketing materials, organizational checklists and work flows for my job duties
- Report directly to President & Owner and coordinated post-event with the Production Department
- Trained an Assistant Photography Manager and accepted promotion to Production Manager

Candid Campus Photography, Inc., Louisiana - May 2019 to March 2023

Event Photographer and Assistant

- Posed and candid photographs taken in high-volume, fast-paced environments, including before, during and after high school and college graduation ceremonies and school grad fair events
- Event setup/breakdown assistant and high-volume students at university and college grad fair events.

Sheridan Film Company, New Orleans, LA - October 2015 to December 2019

Social Media/Website Manager

- Worked closely with the Producer and Writer to manage the website content and settings, maintain and help grow social media & online presence, and to regularly format and post digital podcast episodes, materials, and blog articles/interviews using the provided materials.

Iconic Group, Inc. - New Orleans, LA - February 2016 to December 2021

Event Photographer | *Professional Special and Seasonal Event Photographer for multiple clients and businesses*

- Past events photographed for Iconic Group, Inc., Candid Campus Photography, MarathonFoto, GradImages, Set up and execute staged and candid photos before, during and after graduation ceremonies as well as special college events. Assist and manage crews of photographers at graduations.
- Additionally shoot staged photos at marathons, such as the Crescent City Classic and the Rock-and-Roll Marathon.
- Resigned to accept a full-time offer to become Photography Manager of a local business' photography clients and events (as primary point-of-contact), photographer teams, training sessions, human resources management coordinator for independent contract workers.

Hybrid, Christian Psychiatric Services, Germantown, TN - January 2015 to December 2021

Internet Marketing Director

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- Designed and maintained the practice's website,
- Managed the practice's web presence and social media accounts,
- Created original digital content and marketing campaigns,
- Named Internet Marketing Director in 2015.

Hybrid, On-Call Support, Christian Psychiatric Services, Barlett, TN - July 2016 to July 2021

Training Coordinator

- Proposed and implemented new office policies through internal communication outlets to help ensure legal protections for the business.
- Conducted trainings with personnel (travelling as needed).
- Created and maintained updated office forms.
- Researched ways to increase office productivity and help implement new systems.

Full-Time, Christian Psychiatric Services, Germantown, TN - May 2009 to July 2021

Medical Billing Specialist

- Managed and monitored patient financial accounts, billing and coding of physician notes for insurance company reimbursement claims, draft statements, and communicated with insurance companies and patients to ensure claim payments. To contribute to the positive, holistic patient care experience start-to-finish - I utilized the following abilities: Data Entry, Investigative Research, Health Insurance Navigation Knowledge, Customer Service and Trauma-Informed Communication skills.

Christian Psychiatric Services - Germantown, TN - 2012 to 2021

IT Manager

- Troubleshooted, managed and maintained all office systems. Provided on-call, remote and in-person technical support for the administrative personnel.

New Orleans Event Photography/Gallery Marketing, Gretna, LA - August 2018 to January 2019

Temporary Photographer Assistant

- Assisted photographers with events from Saints and Pelicans games to corporate events. Personably speak with customers to sell photos that are printed, framed, matted and delivered same-day. Gather customer information, complete order forms, assist with production and delivery of the photographs, including familiarity with on-site printing. *Former Supervisor, Wade Ponthier, has since passed away.*

Destination Kitchen & sister company Simply Julie - New Orleans, LA - March 2016 to March 2018

Event Photographer & Videographer

- Captured candid photos at company events and film marketing material for the sister companies. Helped update and manage each company's website with up-to-date inventory, including photographing products and updating.

Digital Marketing Assistant | *Destination Kitchen & Simply Julie - March 2016 to January 2018*

- Assisted in re-designing and managing websites for the two sister companies - Destination Kitchen and Simply Julie.

Event Assistant | *Destination Kitchen & Simply Julie - March 2016 to December 2017*

- Assisted Company Chef Julie Barreda set up and tear down booths at food-related events. Also assisted in preparing and serving signature dishes to event guests.

The Memphis Men's Chorale and The Memphis Women's Chorale - Memphis, TN - December 2014 to March 2015

Concert Technician (On-Call)

- Assisted in setting up, operating and tearing down audio and visual setups in a professional concert

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setting before relocating to New Orleans, LA.

Vector Marketing/CUTCO Corporation - Memphis, TN - 2013 to 2014

Recruiting Manager

- Accepted the opportunity to work under the leadership of Brie Roche. Managed two to four receptionists at this temporary business franchise, ensuring daily sales tasks and office goals were striven for and accomplished; tracked and reported daily statistics to the business owner on a regular basis; made cold calls to potential recruits; confidently informed potential recruits of our available job opportunities and assisted in pre-screening applicants; helped manage office morale among office staff as well as among potential recruits. This summer project spanned from February 2014 to June 2014.

Customer Service & Sales Representative

- Achieved over $5,000.00 in career sales of cutlery; presented in-home and virtual presentations; created and managed my own work schedule around school and a second job while reporting to multiple supervisors on a weekly basis.

Christian Psychiatric Services - Germantown, TN June 2012 to December 2012

Interim Assistant Medical Receptionist

- Consistently performed responsibilities as the office's Medical Billing Specialist while assisting and sharing duties of the Medical Receptionist.
- Reorganized and redesigned an interactive Office Policy & Procedure Manual.
- Accurately carried out physician instructions including typing professional letters to medical and business associates at the direction of the Owner/Psychiatrist.
- Handled customer service and administrative tasks in a fast-paced mental health practice.

Cracker Barrel - Lakeland, TN - February 2011 to May 2012

Restaurant Server

- Anticipated, identified, and clarified guest demands; assisted in professionally handling guest complaints; responsibly multi-tasked in a demanding environment; willingly performed the duties of various other restaurant positions in addition to those of a server, such as the carrying out of the responsibilities of prep cook, hostess, dish washer, and server trainers.

Foundational Character Assets & Educational Involvements

- Louisiana volunteer work includes Sober Fest Volunteer with **Bridge House / Grace House** (2024, Front Gate Tickets), Second Harvest Food Bank Volunteer (2018-2019, Community Kitchen, Warehouse Food Sorting, Outdoor Garden Maintenance), and other independent community event involvements
- Theatre Technician & Backstage Production Volunteer, 2009-2015, **Theatre Memphis**, Memphis, TN | *Fulfilled technical theatre production roles including* Soundboard Operator, Spotlight Operator, Dresser, Props Assistant, and Stagehand on main-stage plays including *Singing in the Rain, Fiddler on the Roof, No No Nanette, The Boy from Oz, A Christmas Carol,* and *The Addams Family*.
- Bridge Builders program graduate, of this four-year co-ed leadership and personal development program that spanned over the course of my high school education years (2007-2011)
- Girls Experiencing Engineering summer program completed at the University of Memphis (~2005, **GEE** Student)
- Teaching Volunteer & Multiple Programs' Participant, Child Evangelism Fellowship of Memphis (**CEF**) | *I learned to teach and lead classes of children at various summer programs throughout the Memphis area of Tennessee during my middle and high school years, under the program direction of Janie Walker.*

Work Samples & Links

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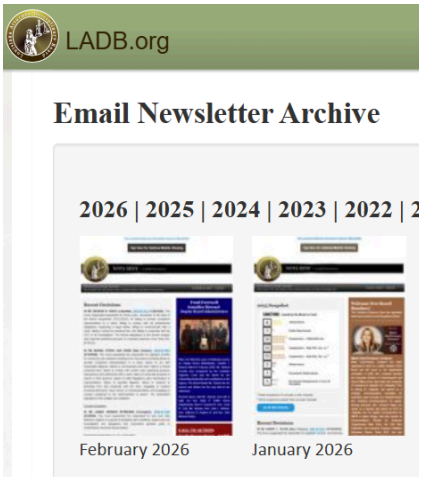
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Creative Writing Samples:

- Arts magazine *Tangerine Zine*, published multiple original literary works by Briana Augustus in the June 2020 edition entitled "Beyond June" | https://online.fliphtml5.com/nsuuv/catq/#p=11
- Self-published reflective piece, "LINES" - an original freestyle poem integrated into graphic art designs for digital marketing uses: https://brianaaugustus.com/2024/01/lines/

Video Editing & Educational Visual Marketing Media Samples:

- Legal Professional Marketing Video: https://youtu.be/HrHNhHVZH5A?si=DgYsH6077q3v0iVi
- Email Tips for Legal Pros Self-Help Video: https://www.youtube.com/watch?v=YsAwOvLp0Bk
- 20 Lessons Learned in 20 Years Continuing Legal Education Course Preview with Angela Cox Williams, Esq. https://www.youtube.com/watch?v=sjXEfSdGuwE (Studio Filming/Recording Session Production, Project Management & Editing, Packaged On-Demand Educational Course materials for the accreditation liaison)
- Voir Dire Continuing Legal Education Course Preview with Kenneth Willis, Esq. https://youtu.be/fCG4Uy3vVhw (Live event recording captured, organized, edited, and packaged course materials for the accreditation liaison)
- Ethical Lawyer Communication in the Age of Social Media Course Preview with Bradley Gadel, Esq. https://youtu.be/kVlIhhPMlkI
- Pushed Beyond Your Legal Limits Continuing Legal Education Course Preview with Penya Moses, Esq. https://youtu.be/0RRNJ6mxexk
- On-Demand Continuing Legal Education Course Preview with Carl Butler https://youtu.be/6xNQbXPLTQM
- On-Demand Continuing Legal Education Course Preview with Erica Johnson Rose https://youtu.be/sMcVlS4iHD0



Mass Email Communications & Public Agency Media Publication Design Samples:

Agency ePublication design work illustrates a clear developmental evolution from an out-of-date newsletter aesthetic and aged elements (i.e. March 2023, April 2023) to a fresher, more refined, and engaging yet traditional design (i.e. March 2025, 2024, April 2025, 2024):

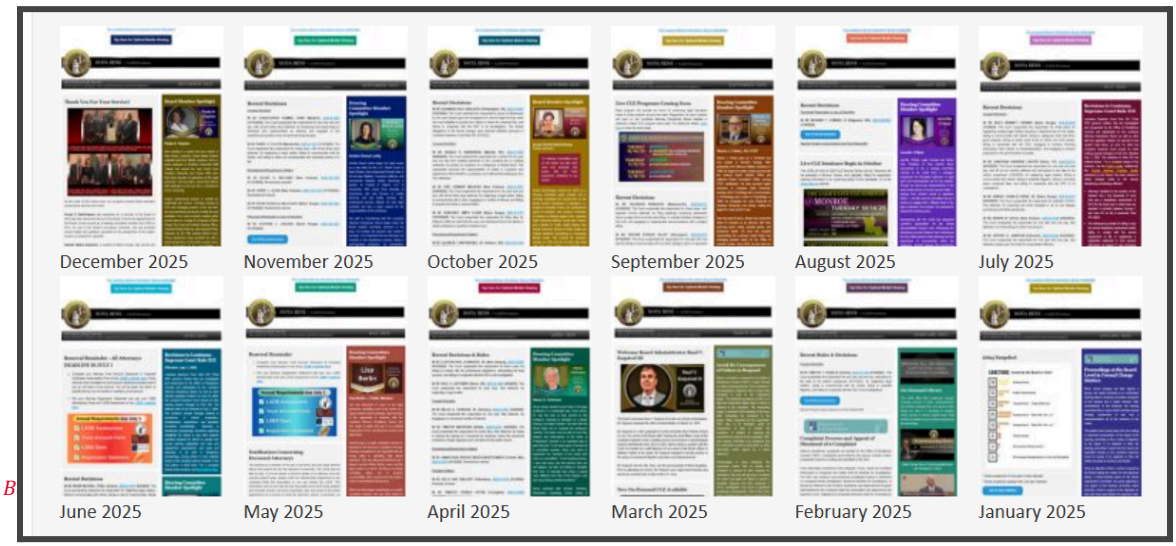
- January 2026, 2025, 2024
- February 2026, 2025, 2024
- May 2025, 2024, 2023
- June 2025, 2024, 2023
- July 2025, 2024, 2023
- August 2025, 2024, 2023
- September 2025, 2024, 2023
- October 2025, 2024, 2023
- November 2025, 2024, 2023
- December 2025, 2024, 2023

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*Image to the **left**: Screenshot of 2026 Published Media as a collection.*
*Image **below**: Screenshot of 2025 Published Media as a collection.*



B

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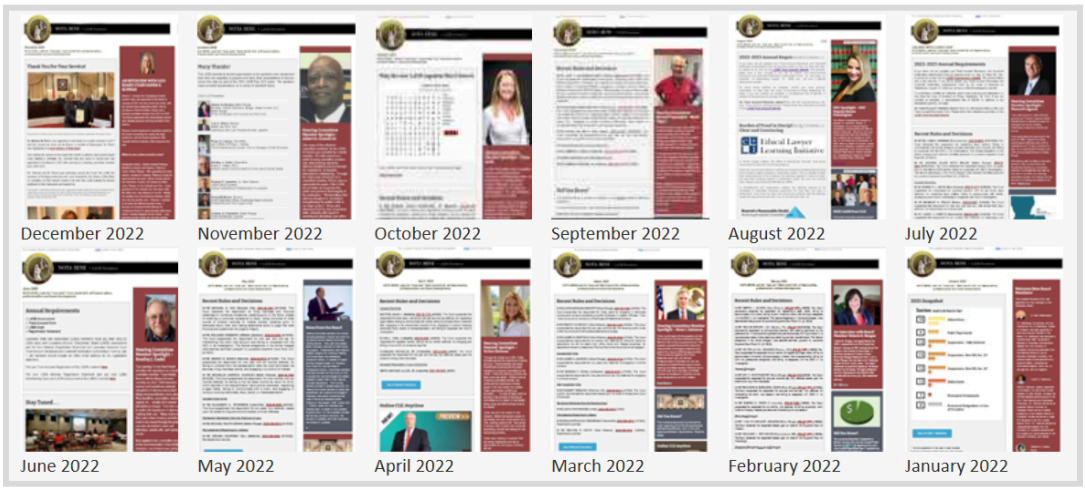
*Image **below** is a Screenshot of 2024 Published Media as a collection.*



*Image **below** is a Screenshot of some 2023 Published Media as a collection.*



Success Looking Back



Upon hire as the agency's sole Media Production Specialist, updated e-newsletter design and increased audience engagement was requested of my position. Through my regular analytical review and communicative reporting, this objective was deemed as successfully completed, above and beyond the satisfaction of the Board Administrator (per 2023-2024 work), Interim Board Administrator & General Counsel (oversaw 2023-2025 work), and team of Board Counsel (note 2023-2026 publications hyperlinked above).

Professional and personal reference details are available upon request. Thank you for your time.
All serious pre-employment requests will be prioritized. Your thoughtful considerations are appreciated.