

BRYCE ERLANDSON

SENIOR PRODUCER

 206.486.5192

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 3314 Thorp St. #102 Madison, WI 53714

AWARDS

EMMY NOMINEE
Upper Midwest
Magazine Program
2021

PLATINUM MARCOM AWARD
Digital Video Creation
2021

KEY SKILLS

Project Management
Research
Creative Writing
Videography
Video Editing
Audio Recording
Lighting
Team Leadership &
Development
Budgeting and Planning
Communication
Workflow Improvement

EDUCATION

BA - MULTIMEDIA STUDIES
The Evergreen State College
2008

AA - LITERATURE
Columbia Basin College
2005

PROFESSIONAL PROFILE

Seasoned video professional with leadership and project management skills. Adept at all aspects of video production in collaborative and community-focused settings. Approaches creative storytelling with pride, style, research, and emotion.

EXPERIENCE

SENIOR PRODUCER

Discover Mediaworks / Madison, WI / May 2020 – Present

I act as series producer on our travel and tourism program, Discover Wisconsin. As a member of the leadership team, I help develop talent and provide constructive feedback on episodes and digital shorts to ensure cohesion across the season while producing my own entries. With my previous production experience, I share shooting and editing responsibilities with my teams.

- Adhere to established standards of the series while challenging boundaries to bring innovation and engage with the current media landscape.
- Cultivate a collaborative environment of shared work and vision to elevate the quality of our collective output.
- Research, write, and develop scripts for long and short form series content.
- Manage the logistics of each production to ensure efficiency and meet the set airdate schedules.
- Track project expenses to stay within the established budget.
- Conduct on-camera interviews that put the subject at ease and draw out compelling personal narratives and concise information.
- Direct talent and crew on set in the execution of the story while remaining receptive and adaptable to changing conditions in the moment.
- Act as additional videographer, gaffer, or audio engineer on set as needed.
- Organize, backup, and manage the production's digital assets.
- Edit the assembly cut of projects according to the editing team's standards and specifications.
- Collaborate with editors to further construct and refine projects' stories.
- Review and revise standard operating procedures and documentation to optimize workflow and minimize strain to the team.
- Work with marketing and social media teams to obtain assets during the production process to promote completed projects.

PRODUCER & DIRECTOR / FREELANCER

Northwest Media Works / Seattle, WA / July 2014 – May 2020

I owned and operated a full-service production house that created video content for non-profit groups, local companies, and individuals. Under my company, I also freelanced as a videographer and editor on outside productions.

- Managed all aspects of video production business, including crews, talent, equipment, locations, and working relationships.

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SENIOR PRODUCER

PROFICIENCIES

Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Adobe Audition
Google Workspace Suite
Microsoft Word
Microsoft Excel
Canon C100/200/300
Canon EOS 5D/6D
Sony FS7/FX6/FX9
Sony A7s/FX3
Panasonic EVA1
Panasonic GH5
Black Magic URSA Mini Pro
Black Magic Pocket Cinema
Licensed Drone Pilot

NOTABLE WORK

PBS NEWSHOUR
Brief But Spectacular segments
Contract Videographer

FULL FRONTAL WITH
SAMANTHA BEE
Remote segments
Contract Videographer

VOLUNTEERING

NORTHWEST FILM FORUM
Box office, special events,
volunteer coordination, &
equipment rentals

THURSTON COMMUNITY TV
TV studio staff, equipment
rentals, & classroom aid

OLYMPIA FILM SOCIETY
Special event programming &
local shorts festival selection

EXPERIENCE - CONTINUED -

PRODUCER & DIRECTOR / FREELANCER

Northwest Media Works - Continued -

- Researched topics and distilled information into achievable project pitches while remaining flexible to revisions.
- Hired and trained contractors for production teams with an emphasis on creative collaboration, innovation, and building diverse teams.
- Set budgets based on projects' scope, available resources, and timeline.
- Recorded broadcast quality video and audio that served the overall story and maintained a consistency of style and tone.
- Set appropriate expectations with clients by communicating achievable schedules and meeting stated deadlines.
- Served as editor on post-production services and worked with clients to hone the project's message, and deliver assets that exceed expectations.

TECHNICAL ACCOUNT MANAGER

Amazon / Seattle, WA / November 2010 - July 2014

The Disc on Demand department offered physical media distribution services by building digital disc images that would be physically printed once ordered by a customer. As a Technical Account Manager, I acted as project manager of new title ingestion and liaison between our studio clients and manufacturing.

- Managed digital media distribution systems and processes by coordinating file creation and submission, troubleshooting, and overseeing quality control.
- Authored DVD menus and digital disc images.
- Led innovation by driving end-to-end efficiency and process improvements in a fast-paced and goal-focused environment.
- Developed operational relationships with high-profile music and movie studios with direct, daily contact to acquire and process new titles.

REFERENCES

JESSICA MURPHY
Supervisor
Discover Mediaworks
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TEDDY MAIER
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