

# Brooks Sherman

Creative Content Producer, Filmmaker

## Creative Consultant

Pretenders Agency LLC 2021 - Present

- Design and produce creative content, campaigns, and brand partnerships for non-disclosure clients, including collegiate and professional athletes/teams and verified content creators.
- Develop and pitch new and original video ideas, integrating client input.
- Strategize video production for content creators who have limited videography skills and knowledge, assisting them in creating and producing high-quality content.

## Recruiting Digital Media & Content Creator

University Of Oklahoma Football | Aug. 2020 – Aug. 2021

- Co-directed, produced, and edited weekly episodes of "The Standard," a docuseries and recruiting tool showcasing one of the world's most prestigious football brands to recruits unable to make campus visits during the pandemic.
- Recruited players for the University of Oklahoma by creating and editing branded documentaries and narrative content for coaches' social media accounts.
- Planned filming and interviews with athletes around recruiting and team events.

## Field Producer & Editor

XFL | Tampa Bay Vipers | Dec. 2019 – April. 2020

- Produced, shot, and edited all branded content on @xflvipers' social media channel as the team's sole cinematographer and the XFL's youngest employee.
- Executed live, all-access coverage for social channels, editing videos before, during, and after games.
- Developed branded content series for teams, athletes, and community events.
- Oversaw field video content production, coordinating and supervising contract cinematographers.

## Videographer - Contract

Tampa Bay Times | May 2017 - May 2018

- Introduced video coverage of high school football to the Times HomeTeam site, filling a void in one of the nation's top recruiting markets.
- Filmed games, practices, and interviews with players and coaches for trailers and weekly previews.
- Managed the Times' social media accounts during Tampa Bay Lightning NHL playoffs and Tampa Bay Buccaneers NFL games.

## Videographer & Photographer - Self Employed

- Produced wedding films executing full audio and multi-camera production
- Developed, promotional photos and videos for nonprofit organizations.
- Real Estate Videography & Photography

## Media Manager

Catholic Heart Work Camp | June 2018 - Aug. 2019, June 2019 - Aug 2019

- Directed and managed live program spotlighting volunteer work done by youth groups from all over the country. Mixed musical audio while handling visual projection and lighting and supervision of production.
- Managed social media accounts and created photo and video content to highlight the teenagers' good deeds and assistance to social agencies.
- Supervised set up, wired sound, and adaptive lighting from mixer LED lights, spotlights, and visual projection to stage a dynamic program area.
- Coordinated logistics for photo/video shoots on 12 camp work site.

## About Me

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I'm a visual storyteller passionate about all things video. I have years of experience in all areas of video production, specifically developing and creating branded content.

## Skills and Proficiencies

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- Branding and content strategy
- Pitching creative concepts
- Developing long- and short-form content series
- Video production problem-solving, coordination logistics
- Adobe Creative Cloud

## Education

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University of Oklahoma 2020-2022  
Bachelor of Arts  
Creative Media Production

St. Petersburg College 2017-2019  
Tarpon Springs, FL  
Associate of Arts in Digital Media

## Contact

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