

BRYANT FRAZER
914-564-6259
bfrazer@gmail.com

PROFILE

Skilled writer and editor with more than 25 years of B2B experience. Content strategist for native advertising, marketing, and thought leadership. Expert on content creation technology and technique for entertainment and B2B. Pro journalist covering expos, conferences, and other industry events. Collaborator via Salesforce, Jira, K4, Basecamp, Slack and similar. Fluent in HTML/CSS, frequent user of Photoshop and video editing software. Experienced in marketing and lead-gen via Marketo, Omeda, and similar platforms. Prolific wordsmith, stealthy ghost-writer, low-maintenance team player.

EXPERIENCE

Freelance Writer/Editor (Sleepy Hollow, NY) Jan 2020–Present

I research and write B2B editorial content about how people use technology to create, communicate and collaborate. I tell compelling stories about everything from cinematography and graphic design to holograms and the human memory system. Clients include Red Digital Cinema (via Ignite PR), Maxon, and Light Field Lab.

Access Intelligence (New York, NY)

StudioDaily (www.studiodaily.com), Editorial Director & Associate Publisher Mar 2012–Jan 2020
Editor-in-Chief, *Film & Video* Jan 2006–Feb 2012

StudioDaily was a widely read, respected news source for creatives, executives, and technologists in production and post-production for film, television, corporate video, and more. I covered technology on a daily (or hourly) basis, eliminating marketingspeak and de-corporatizing language to give my readers just the information they needed to make informed purchasing decisions. I wrote or assigned and edited all content for the website and daily e-letter and was responsible for site management.

- Collaborated on content strategy with Adobe, ARRI, Cloudian, Dell EMC, Quantum and other vendors
- Reached more than 50,000 unique monthly visitors, all of them content creation professionals
- Increased average visitor time on page by 54% and weekly content volume by 25% while reducing editorial budget
- Organized and moderated live panels and spoke at industry events
- Developed and hosted webinars for training and lead-gen
- Served on Access Intelligence Core Team, assessing and recommending various digital platforms and SaaS offerings

***Film & Video* magazine**, Executive Editor Jan 2003–Dec 2005

***Tape Disc Business* magazine**, Editor-in-Chief Sept 2002–Dec 2002

***AV Video Multimedia Producer* magazine**, Technology Editor Jan 2000–Aug 2002

***DVD Report* weekly newsletter**, Editor/Assistant Editor 1998–2001

White Plains Times (White Plains, NY)

Movie Critic 2006–2008

American Booksellers Association (White Plains, NY)

Bookselling This Week, Editor/Associate Editor 1994–1998

SKILLS

- I speak SEO and use Google Analytics, Parse.ly, Lytics and other content/audience analysis systems
- I can write HTML/CSS, am unafraid of Unix, and am comfortable working with Javascript, PHP, WordPress child themes, etc.
- I design with Adobe InDesign and Photoshop and edit video with Adobe Premiere Pro and Blackmagic DaVinci Resolve
- I'm proficient with productivity tools included in Microsoft Office (Word, Excel, PowerPoint), Google G Suite and similar
- I develop content for and host live events on webinar and e-learning platforms, with expertise in Adobe Connect

EDUCATION

- **University of Colorado, Boulder, CO**
Bachelor of Science – Print journalism with an emphasis in film studies