

BRANDON LEE SMITH

Senior Video Producer · 3D Animation · AI Video Production

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SUMMARY

Emmy Award-winning video producer with 15+ years in broadcast and manufacturing. Runs **Briggs & Stratton's global video studio** and directs live events in its **600-seat auditorium**. Brought **3D animation in-house** and now builds **AI production pipelines** that deliver training video without a studio shoot. Makes complex machinery easy to understand, from script to final render.

CORE SKILLS

PRODUCTION & DIRECTION: producing, directing, scriptwriting, storyboarding, talent direction, live events, livestreams, webinars, virtual training, podcasts, explainer and training videos

3D & POST: Cinema 4D, Octane, X-Particles, CAD-to-animation, After Effects, Premiere Pro, Photoshop, Illustrator

AI & TOOLS: AI narration and explainer pipelines, After Effects scripting, web apps, workflow automation

STUDIO & FIELD EQUIPMENT: Blackmagic ATEM switchers, PTZ cameras, mirrorless cameras, camcorders, wireless lav and podcast microphones, drones (FAA Part 107)

EXPERIENCE

Senior Video Producer

Aug 2015 – Present

Briggs & Stratton, Customer Education · Wauwatosa, WI

- Built the company's **\$500K global studio** from a converted closet; direct live events in its **600-seat auditorium**.
- Produced **1,600+ videos**, seen by **over a million people** across internal and external metrics, including a **weekly live-streamed technical show** for the dealer network.
- More than doubled video output** while raising quality; standardized script, review and recording company-wide.
- Brought 3D animation in-house** by learning Cinema 4D, eliminating an outsourced budget of tens of thousands of dollars a year; animation is now about 70% of the role.
- Expanded the role to **company-wide production**, replacing two outside contractors; manage **5,000+ video assets**.
- Scripted a **motion graphics kit of 150+ animated templates** in After Effects for company-wide use in Premiere.

AI VIDEO PRODUCTION

- Built an **AI explainer pipeline** for the Briggs Basics series: maintenance videos with AI narration and captions, made with no studio shoot or presenter.
- Wrote the company's **AI video pipeline proposal, producer playbook and roadmap** for leadership.
- Built a **local AI background-removal tool** for product photography that replaced a paid subscription.

Founder, Producer & 3D Animator

Badger Video LLC · Milwaukee, WI · freelance production

- Clients include **CFR Engines, Messer Cutting Systems, Park Shore Condominiums and Je Suis Talent**.

Video Editor

2014 – 2015

CBS 58 News · Milwaukee, WI

- Primary morning-news editor in the 34th-largest US TV market: **3 hours of live TV a day**, about 300 pieces a week.

Graphic Artist · University of Wisconsin–Milwaukee, Visual Design Services

2013 – 2014

Editor, Producer, Reporter & Anchor · UWM Panther-Vision; won UWM's first Emmy Award

2011 – 2012

Camera Operator & Floor Director (Intern) · Time Warner Cable SportsChannel 32

2011 – 2012

AWARDS & EDUCATION

- NATAS Chicago/Midwest Emmy® Chapter — College Award for Excellence, Best Newscast (2011)
- Best Newscast (2011): Northwest Broadcast News Association · SPJ Region 6 · Wisconsin Broadcasters Association
- B.A., Journalism, Advertising & Media Communications** — University of Wisconsin–Milwaukee, 2012 · Dean's List