

Brady King

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WORK EXPERIENCE

NBCUniversal, *West Coast Page*

Los Angeles, CA | January 2026 - Present

- *Assignment 1: UPHE Global Creative Services Page*
 - Organized and delivered 500+ digital, print, paid, static, A/V, and OOH creative marketing materials in support of UPHE's marketing campaigns across film titles such as *The Super Mario Galaxy Movie*, *Disclosure Day*, and *Minions & Monsters*.
 - Produced copy for the above titles, including synopses, descriptions, and character bios, across PVOD and TVOD platforms.
 - Transcribed trailers, compiled cue sheets, and managed QC checks for key art, one sheets, and asset resizes via Photoshop.

Legendary Entertainment, *Associate & Digital Marketing Intern*

Los Angeles, CA | June 2025 - December 2025

- Participated in Legendary's Associate Marketing Program (LAMP), rotating through 4 upcoming blockbuster campaigns and delivering large-scale media strategies and marketing tactics for each across digital, social, theatrical, and brand touchpoints.
- Film titles and campaigns worked on include *Dune: Part 3*, *Street Fighter*, *Godzilla x Kong: Supernova*, and *Animal Friends*.
- Sourced 200+ influencers for campaign activations and monitored content performance across all @Legendary social channels, including Instagram, TikTok, YouTube, X, and Facebook (2.8M+ followers) to inform marketing strategy for a \$700M+ slate.
- Researched and presented weekly insights on title-specific press coverage, competitors, box office, and emerging social trends.

Emerson College, *Resident Assistant*

Boston, MA & Los Angeles, CA | May 2024 - December 2025

- Provided paraprofessional advising, support, and mentorship to 300+ undergraduate students in a residential hall building.
- Oversaw residence logistics, providing weekly on-call support to assist residents and respond to urgent concerns.
- Organized monthly community events on campus and managed administrative tasks, including incident reports, roommate contracts, room condition records, maintenance requests, lockout forms, and move-in/move-out coordination documents.

NEON Rated, *Campus Ambassador*

Boston, MA | January 2025 - May 2025

- Spearheaded on-campus marketing campaigns for 4 theatrical releases of NEON titles, including *Presence*, *The Monkey*, *Hell of a Summer*, and *The Life of Chuck*, executing advanced student screenings and PR events that averaged a 150+ attendance rate.
- Accumulated 300+ student email signups for NEON's mailing list and forged 5+ partnerships with local theaters, academic departments, and student organizations across Emerson's campus to boost brand awareness and drive box office revenue.
- Directed merch giveaways, on-campus pop-up activations, and social media initiatives, successfully reaching 1,000+ students.

Buffalo 8, *Marketing and Distribution Intern*

Remote | September 2024 - May 2025

- Organized and implemented distribution marketing campaigns for digital rollouts of 25+ company-acquired indie films.
- Tracked daily publicity activity for Buffalo 8 titles, organizing press and media coverage in Excel to support campaign efforts.
- Developed contacts and delivered 10+ weekly film leads through IMDbPro to boost acquisition and distribution operations.
- Designed and edited key art, one sheets, and social media reels through Premiere Pro, Photoshop, and Final Cut Pro.

Sinclair Broadcast Group, *Lifestyle Programming Intern*

Columbus, OH | June 2024 - August 2024

- Pitched, wrote, and produced 20+ social segments for the lifestyle show, *Good Day Extra*, on ABC-6 and FOX-28 Columbus.
- Optimized content for the show's Instagram and Facebook accounts (7.5k+ followers), increasing audience engagement by 62%.
- Oversaw control room, studio, and field broadcast shoots, ensuring the smooth execution of daily show operations.
- Tracked trending local stories and reported timely lifestyle content to producers, aligning material with audience interests.

EDUCATION

Emerson College, *School of Film, Television, and Media Arts*

B.A in *Media Arts Production*, Minor in *Marketing Communications* | GPA: 3.9 | *Trailblazer Merit Scholarship* | *Dean's Honors List*
Boston, MA & Los Angeles, | August 2022 - December 2025

SKILLS

Adobe Creative Cloud (Photoshop & Premiere Pro), Airtable, CAF, Canva, CapCut, CAR, Coda, DRF, Dropbox, Extranet, Final Cut Pro, Final Draft, Frame.io, Google Workplace, HubSpot, IMDbPro, Keynote, Mailchimp, Microsoft Office, Pixwel, Puma, Salesforce, Semrush, Slack, Solar, Tableau, TMDB, UIG, Usher, Zoom