

Brady Williams

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Education

August 2024 - Expected Dec 2027

B.S. in **Advertising and PR**, The University of Central Florida, Orlando, FL

Experience

May 2026 - August 2026

UCF Business Incubation Program (BIP) – Videography and Editing Intern

- Research founders and companies in the program to develop informed interview questions and produce testimonial-style content that increased awareness of the program and supported efforts to increase institutional support and expand program capabilities.
- Conducted founder interviews using thoughtful, research-driven questions to explore what made their work meaningful, their successes, challenges they've overcome, and to understand the BIP's role through it all.
- Used DaVinci Resolve to edit raw footage into long-form podcast episodes and short-form content for social media, developing an increasingly efficient workflow through repetition.
- As part of the program's first intern cohort, took initiative in an environment with limited established processes by developing repeatable workflows and systems for future interns.

January 2026 - May 2026

Nina Elise – Pinterest Marketing and Blog Writing Internship

- Conducted thorough keyword research to align content with Pinterest's search-based algorithm, improving audience targeting and content discoverability.
- Edited brand media in Adobe Lightroom to enhance visual quality and optimize for Pinterest, increasing saves, algorithm favorability, and overall reach.
- Wrote engaging, value-driven blogs by centering my employer's personal experiences and insights to connect with target readers and deliver authentic, practical solutions.
- Created and designed marketing visuals and blog promotional pins in Canva to capture attention and foster user engagement with the content and brand.

March 2025 - September 2025

Fairway Racing – Videographer

- Documented the process of transforming a \$500 Honda Civic into a race car, recording content in a dynamic shop environment during planned and spontaneous work sessions.
- Used VN Editor to edit that content into long form content, short form content, and edits.
- Balanced entertaining and informative content to build connection with target audience.