

BRYCE MCNABB

STRATEGIST, STORYTELLER, VIDEO MARKETER

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L: Durham, NC

EXPERIENCE

Feb 2015 – April 2017

Chief Strategist, Story Mentor **StoryDriven, wearestorydriven.com**

- Assist CEO to develop, communicate, and sustain processes and strategic initiatives
- Design storytelling philosophy and process
- Communicate with clients to determine strategic objectives of projects
- Mentor storytelling team to plan and create videos to achieve clients' objectives
- Provide art direction to creative vendors
- Plan, shoot, and edit client videos

2011-2015

Freelance Videographer

- Plan, shoot, and edit promotional marketing and wedding videos

May 2012 – Oct 2013

Video Editor

Rivers Agency

- Work with Art Director to achieve effective advertising video content

Jan 2011 – May 2012

Videographer

Davidson College

- Develop documentary videos as academic resources for web content

AWARDS

Emmy Award Winner
31st Midsouth Regional

Public Affairs

[#StoptheStigma](#)

Emmy Award Winner
31st Midsouth Regional

Magazine Segment

[Transport Therapist Calms the Skies](#)

EDUCATION

2004 – 2008

BA, Comm & Media Studies

University of North Carolina, Chapel Hill

REFERENCES

Meredith Martindale
P: 919.801.8033

Marketing Manager, Investors' Circle
E: mmartindale@investorscircle.net

Nathan Mah
P: 310.963.0795

Manager, Deloitte Consulting
E: nmah@deloitte.com

Nathan Clendenin
P: 919.923.6834

Founder/CEO, StoryDriven
E: nathan@wearestorydriven.com

ABOUT ME

I'm an Emmy Award winning visual storyteller. My joy is to communicate my passion, whether that's through video, mentorship, consulting, lecturing, or marketing. I have a knack for translating business goals into emotions.

I'm an artist with an engineer's mind. If something works, I search beneath the surface to determine why. This gives me the uncanny ability to break down a gut feeling into a step-by-step process.

I enjoy creating, learning, and problem solving. I balance both big picture and detail, artistic and objective. I'm goal oriented and systems driven, and love overseeing a project from start to finish.

SKILLS

Content Marketing Strategy
Branding & Identity
Research
Client Communication
Leadership
Project Planning & Management
Art Direction
Story Structure / Storytelling
HDSLR Video Production
Interviews
Nonlinear Video Editing
Writing