

BRADYN GENELLO

bradyngenello.com • genellobradyn@gmail.com • (570) 702-3223 • linkedin.com/in/bradyngenello

EDUCATION

West Chester University of Pennsylvania, West Chester, PA

Aug 2021 - Dec 2024

Bachelor of Arts in Media & Culture • Minor: Digital Marketing • GPA: 3.5 • Cum Laude • 4x Dean's List

VIDEO PRODUCTION & MEDIA

FilmLaab

Draper, UT

Podcast Producer & Editor

2026 - Present

- Operated multi-camera podcast studio setup (3-camera + audio) for daily recording sessions, managing camera positioning, lighting, and live audio levels.
- Coordinated with hosts/guests during live recording to manage technical setup, framing, and audio checks before and during sessions.
- Edited multicam podcast and interview content in DaVinci Resolve, syncing multiple camera angles and audio tracks into polished final deliverables.

WCU Studios – Weather Minute

West Chester, PA

Executive Producer

2024

- Produced daily broadcast content from concept to delivery, handling scripting, filming, editing, color correction, and audio mixing on tight daily deadlines.
- Managed full crew coordination, multi-camera operation, and technical setup to maintain high production standards and meet daily publish schedules.
- Developed segment concepts and graphics packages that elevated production quality and improved viewer engagement week over week.

WCU Studios – WCU Weekly

West Chester, PA

Producer & On-Air Talent

2023 - 2024

- Produced and appeared on-camera for a weekly news broadcast, handling scripting, filming, and editing end-to-end for campus-wide distribution.
- Operated control room systems including live switching, cameras, and audio for broadcasts, maintaining broadcast timing and technical standards under live conditions.
- Coordinated with reporters and segment producers to build show rundowns and execute compelling storytelling across multiple content formats.

WCU Digital Media Center

West Chester, PA

Production Intern

2022 - 2024

- Produced professional video content for campus events and university communications, operating professional cameras and handling post-production finishing.
- Operated multi-camera studio control room for live and recorded broadcasts, collaborating with production teams to maintain broadcast standards.
- Built working knowledge of composition, lighting design, and studio audio across dozens of productions in fast-paced environments.

ADDITIONAL EXPERIENCE

Ridley Marketing Group

West Chester, PA

Founder

2024 - Present

- Founded a marketing agency producing short-form video content and social posts for clients on TikTok, Instagram, and Facebook.
- Directed all creative production, editing, and content strategy from concept to delivery, working on tight deadlines across multiple long-term client accounts.

Dahlgren Social

West Chester, PA

Content Manager

2025

- Produced and edited short-form video content for TikTok and Instagram Reels, collaborating with clients on original creative executions and content strategy.
- Grew client reach and follower counts across platforms through performance-informed content creation and publishing strategy aligned with platform trends.

JG Wentworth

Chesterbrook, PA

Account Executive

2025 - 2026

- Managed 30+ client accounts using Salesforce to drive retention, pipeline growth, and conversion rates.

TECHNICAL SKILLS

Adobe Creative Suite • DaVinci Resolve • CapCut • DSLR / Camera Operation • Broadcast Studio & Live Switching • Audio Mixing • Scriptwriting • TikTok / Reels / YouTube • Copywriting • Editing