

ADDISON MARRIOTT

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bythewaysocial.com



ABOUT ME

I'm a content creator who lives at the intersection of culture and creativity. Social is my native language. I concept, direct, write, shoot, edit, and produce (often all before lunch). I do my best work in fast-moving creative spaces where ideas are big and timelines are tight.

SKILLS

- Adobe Premiere Pro
- Adobe Illustator
- Adobe InDesign
- Adobe Photoshop
- Canva
- CapCut
- Asana



@addison.beth



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Addison Marriott

EDUCATION

Brigham Young University

2019-2023

- Bachelor of Arts, Communications Advertising (BYU AdLab)

EXPERIENCE

Senior Content Creator - MARTIN*

Dec 2024-Sept 2026

- Created social content for AXE, GEICO, Opella, and KAY leveraging trend insights and cultural relevance to drive high-impact brand storytelling.
- Owned the full creative lifecycle — from strategy and concepting to shooting, writing, producing, and editing—delivering performance-optimized assets across platforms.

Content Creator - TBWA/CHIAT DAY/LA

Apr 2023-Nov 2024

- Concepted and executed integrated campaigns for Gatorade, Fisher-Price, BEHR, Sephora, Levi's, Red Baron Pizza, and Discover.
- Collaborated cross-functionally to develop client-ready social-first concepts and refine creative based on feedback,

Social Videographer - BYU Athletics

Sept 2022-Apr 2023

- Ideated, filmed, and edited hype and production videos for BYU Athletic sports teams across all social platforms.
- Led shoot coordination and partnered with coaches, directors, and athletes to deliver high-impact content.

Editor - BYU Broadcasting

Aug 2020-May 2022

- Edited promos, commercials, and on-air content for BYUtv programs including Studio C, The Chosen, Heartland, and live sports.
- Produced original video content and managed organization, tagging, and archiving of broadcast assets.

Content Creator - BYU AdLab

Feb 2021-Apr 2023

- Developed and produced campaigns for real-world brands within a student-run agency.
- Led ideation, creative direction, and post-production on award-winning commercial work.