

DYLAN BRZEZINSKI

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Summary

Performance-driven media strategist with 7+ years of digital experience and a recent Bachelor's in Computer Science. Specializes in translating audience and campaign performance data into actionable creative and strategic recommendations. Collaborates cross-functionally to optimize content performance, streamline workflows, and scale reporting systems. Strong in advanced Excel, SQL, and Python with a passion for data-driven storytelling.

Professional Experience

Senior Video Editor and Workflow Lead | Business Insider | 2024–Present

- Lead performance optimization for flagship YouTube franchises generating 300M+ cumulative views
- Analyze audience retention, CTR, completion rates, and engagement metrics to inform brand adjustments
- Develop standardized reporting frameworks to track episode-level performance trends across franchises
- Design and maintain scalable editorial templates, reducing production turnaround time by 25%
- Serve as primary cross-functional liaison between editorial, production, and technical stakeholders

Video Editor | Business Insider | 2020–2024

- Supported performance-driven optimization of social-first content across YouTube, TikTok, and Instagram
- Used analytics dashboards to identify drop-off points and recommend structural adjustments
- Contributed to platform-specific strategy that increased engagement and watch time

Education

- **Syracuse University (2019)** | Bachelor's degrees in TV, Radio, & Film and International Relations
- **Western Governors University (2025)** | Bachelor of Science in Computer Science

Core Skills

- **Performance Analytics & Optimization:** Campaign performance analysis, audience retention metrics, A/B testing mindset, trend identification, KPI reporting, hypothesis development
- **Data & Technical Tools:** Advanced Excel (PivotTables, XLOOKUP, nested formulas), SQL querying, Python (data manipulation & automation), data visualization tools
- **Data Storytelling:** Translating metrics into insights, stakeholder presentations, cross-functional reporting
- **Workflow:** Documentation systems, scalable reporting frameworks, templating, automation design
- **Media & Platform Expertise:** YouTube Analytics, short-form optimization, SEO-driven content strategy

Technical Workflow & Automation Projects

Footage Tracker Automation

- Partnered with internal engineering to develop a tool parsing Adobe XML data into tracking spreadsheets
- Improved visibility into asset usage and streamlined cross-team tracking workflows

Batch Clip Replacement Extension

- Built a Premiere extension that programmatically replaced low-resolution clips with licensed versions
- Reduced manual errors and accelerated delivery in high-volume production environments