

DeVaughna Tulloch

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EXPERIENCE

Production Assistant, Video & Post-Production

Sep 2024 - Present

Red Wine & Blue, Remote, NY

- Delivered 450+ video assets across YouTube, social media, Substack, mobile app, and other digital platforms to support national campaigns, audience engagement, and community growth
- Adapt content from podcasts, virtual and in-person events, organizational initiatives, and breaking news into platform-specific videos, graphics, carousels, and shareable resources
- Identify and source high-impact storytelling opportunities, viral moments, and compelling soundbites through audience insights, social trends, and pop culture conversations
- Write post copy, headlines, hooks, and CTAs tailored to platform behavior and audience engagement patterns
- Audited the YouTube channel and developed a strategic roadmap to improve discoverability, engagement, video packaging, and audience growth

Assistant Director | Another World

Jul 2025

Short Film, Brooklyn, NY

- Directed day-to-day production operations, coordinating cast, crew, locations, production schedules, and company moves to execute filming under a compressed production timeline
- Served as the primary liaison between departments, maintaining set safety, balancing production priorities, and adapting to real-time challenges to keep filming organized and on schedule

Content Marketing Coordinator

Apr 2017 - Oct 2023

Villa Sweet Villa, Remote, Montego Bay, Jamaica

- Managed Facebook, Instagram, and Twitter accounts while developing and executing paid advertising campaigns across Facebook and Instagram
- Created photo, video, graphics, and branded content for the villa's website, social media channels, and marketing materials
- Identified the college spring break market as a new customer segment, reducing seasonal vacancy from approximately 75% to as little as 0–25% during peak spring break periods

Content Producer & Drone Pilot

Apr 2023 - May 2023

CSP Music Group, Atlanta, GA

- Captured photography, videography, aerial footage, interviews, and behind-the-scenes content for artist networking events, red carpet events, and live performances
- Produced tailored photo and video content for 25+ artists across multiple events, supporting promotional initiatives and artist marketing efforts
- Delivered edited photo and video content within 24–48 hours following events

Documentary Production Assistant

Mar 2021 - Dec 2022

BlackTree Productions, Remote, NC/VA

- Conducted research and subject outreach to support story development and production planning for a documentary series
- Filmed street interviews and B-roll while supporting on-location audio recording across multiple locations
- Managed media ingest, backups, audio synchronization, and clip review for 30+ hours of footage
- Supported budgeting, scheduling, travel coordination, location scouting, and grant application efforts

SKILLS

Digital Production

Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro, Adobe Lightroom, Adobe Creative Suite, Canva, CapCut

Content Strategy & Publishing

YouTube Strategy, Video Packaging, Metadata Optimization, Headline Writing, Post Copy, CTA Development

Social Media & Distribution

YouTube, LinkedIn, Instagram, TikTok, Facebook, X, Bluesky, Substack, Publer

Production Workflow

Media Management, Frame.io, Monday.com, Slack, Google Workspace, Microsoft Office Suite

CERTIFICATIONS

FAA Part 107 Certified Remote Pilot

- Federal Aviation Administration

EDUCATION

Bachelor of Arts in Popular Culture & Media Production

High Point University