

Tess Alexandra Devillier

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Professional Summary

A multimedia content strategist and creative consultant with a proven track record in end-to-end project execution, transmedia production, and brand architecture. Specializing in creating high-impact visual systems, digital portfolio hubs, and immersive storytelling campaigns that drive engagement. Adept at translating complex creative visions into precise technical structures while leveraging AI tools, video editing, and digital frameworks to manufacture attention and deliver exceptional structural pacing.

Core Competencies

- **Creative Consulting & Media:** Content Strategy, Brand Voice Architecture, Video Editing (Premiere, After Effects), Graphic Design, Cinematic & Natural Light Photography.
- **Technical Execution:** Frontend Design (VS Code, HTML/CSS, Netlify, Vercel), AI Co-Creation (GitHub Copilot), Workflow Optimization (JIRA).
- **Production Management:** End-to-End Campaign Execution, Multi-tiered Workflows, Cross-Functional Collaboration, Rapid Issue Resolution.

Professional Experience

Creative Consultant & Transmedia Producer

Independent Creative Projects | 2017 – Present

- **Digital Architecture:** Designing and reconstructing interactive digital portfolio hubs using VS Code, Netlify, and GitHub Copilot to serve as dynamic display cases for narrative systems.
- **Multimedia Campaigns (Miracle in Blackmill, VA):** Engineered a multi-platform psychological thriller concept integrating scriptwriting with digital tie-ins, including functional dark web interfaces and music-integrated assets designed for high audience retention.
- **Visual & Audio Production:** Direct natural light and cinematic photography for local events (e.g., Wearing of the Green parade) and produce audio storytelling sequences for serialized podcast adaptations (Wayward Bound).
- **Community Strategy:** Consolidated multimedia content strategies under a single brand identity for "The Brigade," streamlining community growth and ensuring narrative consistency across platforms.

Production Assistant / Editor

WBRZ News Channel 2 | Baton Rouge, LA | 2020 – 2021

- Re-edited daily broadcast footage to fit strict segment requirements and exact time

- constraints.
- Tightened visual pacing and structural flow to repair narrative lag for fast-turnaround media consumption.

Copy & Print Sales Associate (Technical Consultant)

Office Depot | Baton Rouge, LA | September 2012 – June 2017

- Served as a primary technical and creative consultant for high-volume clients, translating vague creative visions into precise production orders.
- Functioned as an internal expert in production execution, troubleshooting intricate file compatibility issues and rapidly resolving technical faults to maintain operational efficiency.

Education

- **Bachelor of Science in General Studies**, Southeastern Louisiana University
- **Associate of Arts in Entertainment Technology**, Baton Rouge Community College