

Autumn deVitry

Autumn deVitry is a Writer, Director, Executive Producer, and Showrunner specializing in digital-first, unscripted, and youth-driven content, with a strong focus on **original IP and branded entertainment**. She has a proven track record of creating and scaling series that have generated **well over 1 billion views** across YouTube and global platforms.

She is the creator and showrunner of **Cali Cheer Show**, an original YouTube docu-series produced in partnership with Rebel Athletic. Built from the ground up as an independent production, the series follows elite all-star cheerleaders, combining high-stakes competition with character-driven storytelling. Under Autumn's creative leadership, the show has generated **over 1 million views every 28 days, 24 million+ impressions**, and sustained audience growth with zero paid marketing, establishing it as a rising youth-driven franchise.

Prior to launching her own company, Autumn served as **Head of Unscripted at AwesomenessTV**, where she built the department from the ground up and created, executive produced, and directed multiple hit series including *Cheerleaders*, *My Dream Quinceañera*, *Malibu Surf*, and *LA Story*, generating over **1 billion views** and selling globally to platforms including Hulu, Amazon, ITV, The Family Channel, MTN, and more.

In addition to her original work, Autumn has developed and directed **branded entertainment and digital series** for leading companies and platforms. She **created and directed Season 1 of *The Glo Show (Glow Up Girls)*** for Far Out Toys, developing the original concept, characters, and creative framework that expanded into a multi-season digital series and a successful doll line sold at Target (U.S.) and Tesco (U.K.). She also directed **Internet Takeover: Wedding Edition** featuring Adley Kinsman for Bunim/Murray Productions.

Her broader credits include directing and producing for major networks and platforms including FOX, Disney, Paramount+, Snapchat, WE TV, and Oxygen, with projects such as *MasterChef*, *The X Factor*, *Disney's Magic Bake-Off*, and *Real Murders of Orange County*.

In scripted, Autumn wrote, produced, and directed the series *Altered Reality* for Amazon, which premiered at SuperCon Film Festival, and *The Apartment* for Snapchat.

Autumn specializes in building **original IP from concept to scale**, combining creative vision with deep expertise in YouTube strategy, audience growth, and digital storytelling. Her work sits at the intersection of premium content, branded entertainment, and platform-native execution, with a focus on stories that connect deeply with next-generation audiences.