

AUTUMN DEVITRY

Writer • Director • Executive Producer • Digital & YouTube Content Leader
Los Angeles, CA • 310.403.7632 • autumndevitry@gmail.com • www.autumndevitry.com

PROFESSIONAL SUMMARY

Digital-first Executive Producer, Director, and Branded Storyteller specializing in YouTube, social, branded entertainment, and personality-driven storytelling. Former Head of Unscripted at AwesomenessTV with 1B+ lifetime views. Creator and Showrunner of Cali Cheer Show, which reached 1M views in a 28-day period, generated 24M+ impressions, and grew organically with zero paid marketing. Proven track record of building original IP and branded content that scales across platforms.

CORE SKILLS

YouTube Strategy & Growth • Branded Content & Partnerships • Digital Format Development • Showrunning & Creative Leadership • Personality-Driven Storytelling • Audience Retention & Watch-Time Optimization • Hooks, Titles & Thumbnails • Short- and Long-Form Integration • Social Platform Strategy & Audience Growth (YouTube, TikTok, Instagram, Reels, Shorts, X) • Fast-Turnaround Production • Talent Direction • Team Leadership

EXPERIENCE

CALI CHEER SHOW — Creator / Director / Executive Producer

Rebeliam Media | 2024–2025

- Created and showran a weekly YouTube docuseries (30 episodes Season 1; 10 episodes Season 2)
- Reached 1M views in a 28-day period, generated 24M+ impressions, and grew to 29K subscribers with zero paid marketing
- Owned end-to-end creative: concept, casting, directing, editorial, and delivery
- Led social media and audience growth strategy across YouTube, TikTok, and Instagram, building 20K+ followers across TikTok and Instagram and growing YouTube to 29K subscribers in one year
- Developed hooks, titles, thumbnails, and retention structures

EXECUTIVE PRODUCER / PRODUCER / DIRECTOR / STORY PRODUCER

2019–2023 | Clients: Paramount+, FOX, Disney, Snapchat, Bunim-Murray, WE TV, Oxygen, YouTube, Far Out Toys

- My Dream Quinceañera (Paramount+, Season 1, 2022) — Executive Producer, 10 episodes
- Selected credits: Brat Loves Judy (WE TV), Real Murders of Orange County (Oxygen), Disney's Magic Bake-Off, Internet Takeover (YouTube/BMP)
- GLO SHOW — Director / Supervising Producer (2021): Co-created and developed series creative, including beat sheets, story arcs, and episode structure. Helped define the Season 1 episode format and storytelling formula. Wrote and guided story across episodes, directed talent, oversaw production and post-production, and delivered full episodes end-to-end in collaboration with brand stakeholders
- Director & Branded Integration Producer — Far Out Toys: Directed and produced branded content campaigns integrating toy IP into story-driven digital formats. Supported product storytelling for dolls sold at Target (U.S.) and Tesco (U.K.). Bridged creative and marketing objectives to deliver engaging, consumer-facing content tied to retail performance

AWESOMENESSTV — Head of Unscripted / Executive Producer / Director

2012–2018

- Built the Unscripted department from the ground up, establishing creative strategy, formats, and production workflows
- Led digital franchises totaling 1B+ views
- Oversaw YouTube series adapted and sold as television programming in the United States and internationally to Hulu, Amazon, ITV, MTN, and the BBC
- Created and showran Cheerleaders, Cheerhab, My Dream Quinceañera, Malibu Surf, LA Story, and Make Me Over
- Oversaw casting, field, post, and social, managing cross-functional teams

SCRIPTED & DIGITAL ORIGINALS

Altered Reality — Film, Director / Co-Writer; premiered at the SuperCon Film Festival and later aired as a series on Amazon • The Apartment (Snapchat) — Director / Writer • LA Story — Director / Writer • Malibu Surf (S1–3) — Executive Producer / Director / Writer

FOUNDATION IN TELEVISION

E! True Hollywood Story: Britney Spears — The Price of Fame (E!, 2008) — Writer / Producer / Director • E! True Hollywood Story: Owen & Luke Wilson (E!, 2008) — Writer / Producer / Director • E! True Hollywood Story: Heidi Klum (E!, 2008) — Writer / Producer / Director • MasterChef (FOX, 2010) — Producer / Director • The Biggest Loser (NBC, Seasons 10–11, 2010) — Producer / Director • The X Factor (FOX, 2011) — Producer / Director

EARLY CAREER

Journalism background with experience as an Assignment Editor at KOB-TV Channel 4 News (NBC) and producing The Editors, hosted by Keith Morrison, for CBC Newsworld.