

Kyle Calise

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Strategic digital content producer with strong expertise in storytelling and graphics. Skilled in cross-functional collaboration, creating engaging videos, graphics, and digital campaigns. Utilizes data-driven insights to make informed creative decisions. Maintains wide-ranging set of hard skills, and is recognized for expertise in an array of disciplines.

Experience

Video Content Creator / Editor / Animator

May 2023 - Present

Freelance | Remote

- Plan, write, record, and animate two to three 3-5 minute videos per week for a 70,000+ subscriber YouTube channel, improving SEO metrics for the client's main website.
- Ideate multiple versions of final videos, optimizing for best practices and performance in 2 crops for 4 platforms.
- Deliver comprehensive brand services (consulting, scripting, shooting, editing, and animating) for clients in 8 industries.
- Supported Emmy-winning director / producer, editing cold opening sequence for a feature-length documentary.

Digital Content Producer

December 2019 - May 2023

MASSPORT | Boston MA

- Created content leading to 7.5% growth in Logan Airport's Facebook followers despite 98% airline traffic decline.
- Tailored social content for 5 properties across 4 platforms using data and analytics tools to measure performance.
- Produced content for successful launch of Massport's LinkedIn page, rapidly growing to 12k followers in 3 years.
- Collaborated with and provided feedback to external shooters and editors, ensuring adherence to brand standards.
- Received Massport's prestigious "Unsung Hero" Award, an annual recognition given to 1 out of 1,300 employees.

Video Producer

June 2018 - December 2019

THE GROMMET | Somerville MA

- Edited and shot 3 to 5 marketing videos per week showcasing home and lifestyle products.
- Led the animation efforts within the video team, producing motion graphics for 3 other video producers.
- Conceptualized and brainstormed top-funnel marketing materials using a combination of new and archival footage.

Assistant Editor

Dec 2016 - June 2018

FINISH POST | Boston MA

- Managed post production pipeline for a 6-month, 12 episode project by maintaining a schedule with timing and deliverables for creative team, including external partners.
- Ensured broadcast compliance by reviewing finished commercials weekly, and conforming Premiere timelines for further development in After Effects, Resolve, and compositing software.
- Verified receipt of twice-nightly dailies deliveries, while cataloging and storing 2-3 TB of new footage every shoot day.

Skills and Software

Video Post Production: Premiere Pro, After Effects, Mocha, DaVinci Resolve, Blender, Compositing

Layout and Design: Photoshop, Illustrator, Typography

Content Planning and Production: Pre Production, Storyboarding, Lighting, Cinematography, Audio Capture

Project Management: Google Apps, Asana, Monday.com, Wix, ClickUp, Loomly, Hootsuite, Microsoft Office

Education

University of Rhode Island | Kingston RI

May 2014

Bachelor of Arts in Film / Media | Bachelor of Arts in English