

Kyle Barnowski

Los Angeles, CA | (484) 538 - 0087 | kylebarnowski@gmail.com | [LinkedIn](#) | [Website](#)

Summary:

Dynamic Senior Content Producer with over 8 years of experience in digital content marketing and programming for major TV networks and Fortune 500 companies. Proven track record in driving multi-platform audience growth, developing and executing social media content strategies, and leading high-performing teams. Adept at creating compelling content experiences that engage target audiences and meet measurable success metrics.

Professional Experience

Senior Content Producer, CBS | Los Angeles, CA

Apr 2019 – Feb 2023

- Led a team of editors, content producers, and vendors to create various forms of linear and digital content for the ViacomCBS global portfolio of television shows and live broadcast events.
- Created production schedules and delivered all productions ahead of schedule.
- Produced content including sizzle's reels, interview pieces, and social media content for shows like Young Sheldon, Price is Right, and NCIS.
- Developed and implemented social media strategies to maximize engagement and audience growth.
- Worked closely with Creative Advertising to develop digital and AV creative materials.
- Digitized and managed creative assets across multiple platforms.
- Attended and contributed to creative meetings, status/kick-off meetings, and brainstorming sessions.

Owner, Images and Aspects, LLC | Los Angeles, CA

Oct 2017 – present

- Established and maintained production and post-production budgets.
- Produced TV and digital content for major TV networks and Fortune 500 companies including Red Bull, EA Sports, ESL Gaming, World Surf League, and Olympic gold medalist Jamie Anderson.
- Led and managed a post-production team for video editing, graphics, motion & VFX design.
- Developed social media content strategies that drove engagement and audience growth.
- Evaluated new software and tools to enhance post-production capabilities and streamline workflows.

Senior Producer, ESL Gaming (Turtle Entertainment) | Los Angeles, CA

May 2016 – July 2017

- Promoted video game events across social platforms including Twitter, Facebook, and YouTube.
- Produced high-quality content for large-scale video game events (Halo World Championships, EA Sports Madden Series, ESL One).
- Led a team to generate weekly content for networks including WB, Twitch, and YouTube.
- Created and presented project scripts and storyboards for client/company approval during pre-production, direct shooting, editing, and final export processes.

Producer, NBC Sports | Stamford, CT

May 2014 – Feb 2016

- Supervised post workflow for the 2015 Lucas Oil Pro Motocross Series aired on NBCSN.
- Created sponsored content for advertisers within TV shows.
- Senior editor for the 2014-2016 Dew Tour Series aired on NBCSN and NBC.
- Produced internal sizzles, presentations, and hype videos.
- Handled various facets of production including field and post for the company.

Skills

- **Production:** Bidding, budgeting, large and small budget productions, production management, post-production supervision.
- **Technical:** Experience with industry-standard equipment and software (Alexa mini, Red Weapon, Canon C200, Adobe Creative Suite, Frame IO, Jira, Confluence).
- **Creative:** Short and long form editing, social media content creation, script writing, storyboarding, **content strategy development.**
- **Leadership:** Managing production teams, cross-functional team collaboration, vendor/client relations, coaching and development.

Education

- **Northampton Community College | Bethlehem, PA**
 - Radio/TV Broadcast

Key Achievements:

- Successfully reduced production costs by 30% while improving post-production processes at CBS.
- Developed and executed social media content marketing strategies that significantly increased audience engagement and growth.
- Led the production of award-winning content that aired on major networks and digital platforms, enhancing brand visibility and credibility.