

Kyle Calise

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Content Strategist and Editorial Lead | Building the Systems That Make Content Scale

Content strategist with 10+ years inside marketing and media organizations, brought in when teams need clear editorial direction and the operating systems to sustain it. Specializes in defining narrative frameworks, editorial standards, and content roadmaps that turn ambiguous goals into high-quality, consistent output across channels, teams, and constraints. Track record of pairing creative clarity with data-informed iteration to drive measurable audience growth.

PROFESSIONAL EXPERIENCE

Director of Video – Content Strategy & Editorial Lead

The Daily Dot – Internet News and Culture

Sep 2023 - May 2025

- Defined cross-platform editorial direction across YouTube, Instagram, and TikTok setting narrative POV, content formats, and channel-specific standards
- Built and governed a content operating model supporting 3-4 long-form releases per week, balancing original series, influencer partnerships, and rapid-turn coverage
- Drove 70% subscriber growth in 16 months through A/B testing, performance analysis, and strategic iteration
- Developed editorial briefs, roadmaps, and review workflows that aligned teams on quality and cadence
- Launched recurring interview series with consistent 10K+ views by engineering audience activation into the format
- Achieved 3–5x quarterly view growth by applying an analytics-driven feedback loop across channels
- Translated complex, fast-moving cultural topics into clear, audience-first storytelling – maintaining editorial standards under high-volume output
- Promotional pathway: Content Creator (Contract, 2023) to Director of Video (2025)

Content Strategy Consultant

Freelance – Cross-Industry Marketing and Content

May 2023 - Present

- Advises brands across 8 industries on messaging clarity, narrative architecture, and content structure; translates business goals into usable editorial frameworks
- Develops cross-channel content roadmaps for brand and campaign initiatives, tailored to each client's audience, maturity, and constraints
- Leads storytelling development for clients; collaborated on a feature documentary with an Emmy-winning director
- Delivers editorial standards documentation and content playbooks enabling clients to maintain consistency without ongoing oversight

Digital Content Producer

Massport – Multi-modal Airport and Seaport Agency

Dec 2019 - May 2023

- Developed and executed a targeted content strategy that launched and scaled LinkedIn from 0 to 12K+ followers in 3 years – a public-sector account with strict brand and compliance constraints
- Owned editorial planning and content calendars across 5 properties and 4 platforms, using analytics to guide topic selection, format, and cadence
- Led cross-functional creative initiatives with 2–6-person teams, maintaining brand and messaging consistency across high-visibility campaigns
- Recognized with Massport's Unsung Hero Award (1 of ~1,300 employees annually) for sustained impact across teams

Video Producer

The Grommet – E-Commerce and Product Marketing

Jun 2018 - Dec 2019

- Developed messaging and tone for 3-5 marketing videos weekly across home, lifestyle, and tech verticals, building editorial consistency across a high-volume output model
- Created content templates and guidelines for a 3-person creative team, reducing revision cycles and maintaining brand standards at scale

Assistant Editor

Finish Post – Color and VFX for Film and Broadcast

Dec 2016 - Jun 2018

- Managed post-production pipeline for a 6-month, 12-episode project; tracking milestones, enforcing delivery standards, and ensuring on-time delivery
- Coordinated digital asset management across a high-volume archive, maintaining organized, accessible content libraries under deadline pressure

QA Analyst

Boris FX – SaaS Provider of VFX and Video Editing Software

Aug 2015 - Dec 2016

- Applied systematic hypothesis-test-iterate protocols to VFX software development cycles – the same analytical approach I've used in content strategy ever since
- Translated complex software capabilities into clear educational demos for creative users, an early version of the strategic translation work I do now

SKILLS

Content Strategy & Editorial Systems

Content Roadmaps, Editorial Calendars, Narrative Frameworks, Messaging Architecture, Editorial Standards, Channel Strategy

Audience Development & Performance

A/B Testing, Retention & Engagement Analysis, SEO Fundamentals, Analytics-Informed Iteration, Audience Growth

Creative Operations

Workflow Design, Cross-Functional Collaboration, Brief Writing, Creative Review Processes, Content Playbooks

Tools & Platforms

Google Analytics, YouTube Studio, TikTok Analytics, Instagram Insights, Asana, Monday.com, ClickUp, Figma, Adobe Creative Suite, Generative AI

Certifications

Google Project Management (July 2025)

EDUCATION

B.A. in Film/Media and English, Magna Cum Laude

University of Rhode Island

May 2014