

Kyle Calise | Video Creative Director

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Summary

Creative and data-driven Video Director with 6+ years of experience developing high-performing video strategies and optimizing production workflows across social media, digital channels, and branded campaigns. Proven success in scaling content operations, launching new formats, and collaborating with Emmy-winning talent. Expert in directing, scripting, editing, animation, and managing cross-functional operations.

Experience

The Daily Dot | Remote

September 2023 - May 2025

Video Director | March 2025 - May 2025 (mass layoff)

- Promoted to full-time leadership role based on demonstrated success in content creation and channel growth; position eliminated during 67% company-wide layoff.
- Directed and produced short-form video content (shorts and reels) across 4 platforms, managing 2 freelancers.
- Created new video formats leading to 3-5x growth in views quarter over quarter.
- Developed cross-platform social video strategy with editorial teams in 4 departments.

Content Creator / YouTube Host / Columnist (Contract) | September 2023 - March 2025

- Developed, scripted, recorded, and animated 2-3 weekly videos (3-5 minutes) for a YouTube channel with 85K+ subscribers, increasing CTR, clicks, and page view time on The Daily Dot's website.
- Created multiple versions of final videos, optimizing for best practices and leading to 70% subscriber growth in 16 months.
- Launched a celebrity interview series with multi-platform output, regularly earning 10K+ views per episode.

Video Creative Director / Editor / Animator

Freelance | Remote

May 2023 - Present

- Collaborated with Emmy-winning director / producer, editing cold opening sequence for a feature-length documentary.
- Provide comprehensive brand services (consulting, scripting, shooting, editing, and animating) for clients in 8 industries.
- Build fully animated explainer videos (1-5 minutes) including writing, voice over, editing, and animation to support customer-facing and B2B marketing initiatives for social media, nonprofit development, trade shows, and online learning.

Digital Content Producer

Massport | Boston MA

December 2019 - May 2023

- Produced content resulting in 7.5% growth in Logan Airport's Facebook followers during a 98% drop in airport traffic.
- Tailored social content for 5 properties across 4 platforms using data and analytics tools to measure performance.
- Generated posts 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.

Skills

Strategy & Collaboration: Brand Strategy, Storytelling, Scriptwriting, Research, Data Analytics, SEO Optimization, Team Leadership, Cross-Functional Teamwork, Collaboration, Social Media, YouTube, Instagram, TikTok

Motion & Design: Pre-Production, Storyboarding, Animation, Motion Graphics, Typography, Visual Hierarchy

Video & Production: Cinematography, Audio Capture, Lighting, Compositing, Color Grading, Voice Over

Software

Video Editing: Premiere Pro, After Effects, Mocha, DaVinci Resolve, Blender, Audition

Design Tools: Photoshop, Illustrator, Figma

Project & Content Management: Asana, Monday.com, ClickUp, Slack, Google Workspace, Microsoft Office, Wix, Loomly

Education

Bachelor of Arts in Film / Media

University of Rhode Island | Kingston RI

Bachelor of Arts in English

University of Rhode Island | Kingston RI