

Kyle Calise

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Professional Summary

Hypothesize, test, evaluate, repeat. Hands-on video editor and storyteller shaping digital and social content that informs, engages, and inspires. Specializes in short form and explainer-style storytelling for YouTube, TikTok, and Instagram, blending creative pacing, motion graphics, and sound design to make complex ideas clear and compelling.

Core Skills

Video, Motion, and Storytelling: Creative Direction, Storyboarding, Visual Narrative, Mentoring

Creative Software: Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, Audition), DaVinci Resolve, Blender, Mocha, Generative AI

Social Media: YouTube, Instagram, TikTok, LinkedIn, Facebook, Long-Form Video, Short-Form Video

Digital Marketing: YouTube Optimization, Social Media Strategy, SEO, Performance Analytics, Multi-Platform Content

Project Management Platforms: Asana, Monday.com, ClickUp, Slack, Wix, Loomly

Certifications: Google Project Management (July 2025)

Professional Experience

The Daily Dot | Remote

Mar 2025 - May 2025 (mass layoff)

Video Director

Promoted to full-time leadership role following exceptional performance as contract creator

- Scaled video performance 500% by designing repeatable video and motion language across multiple formats
- Carried high-volume production calendar creating 3-4 long-format videos weekly with influencer partnerships
- Drove 3-5x quarterly growth in video views through strategic optimization of shorts and long-form content
- Elevated brand presence across YouTube, Instagram, and TikTok by optimizing visual and video identity

The Daily Dot | Remote

Sep 2023 - Mar 2025

Content Creator / YouTube Host

- Conceptualized, created, and launched original series featuring interviews and commentary formats
- Created short form explainer videos that broke down complex cultural and tech topics for social audiences, improving CTR and retention through data-informed pacing and structure
- Achieved 70% subscriber growth in 16 months through strategic video optimization and A/B testing
- Branded, edited, and animated celebrity interview series generating consistent 10K+ views per episode
- Developed comprehensive content workflow from scripting through final animation and delivery

Freelance | Remote

May 2023 - Present

Creative Director Video and Brand Strategy

- Develop and deliver high-performing video content and brand marketing assets for clients in 8 industries
- Collaborated with Emmy-winning director, editing cold-open sequence for a feature-length documentary
- Deliver comprehensive video services including script writing, shooting, editing, voice over, and animation
- Established brand guidelines for typography, motion, and color across web and social campaigns

Massport | Boston MA

Dec 2019 - May 2023

Digital Content Producer

- Led production teams of 2-6 members directing internal and external talent while ensuring brand compliance

- Reduced archive restoration time by 80% through strategic risk assessment and system implementation
- Grew LinkedIn presence to 12K+ followers from 0 in 3 years through targeted video strategy
- Created multi-platform content for 5 properties across 4 social platforms using analytics-driven approach
- Received Massport's Unsung Hero Award (1 of 1,300 employees annually)

The Grommet | Somerville MA

Jun 2018 - Dec 2019

Video Producer

- Produced 3-5 marketing videos weekly for home, lifestyle, and tech verticals
- Developed motion graphics templates for 3-person creative team, improving workflow efficiency
- Conceptualized top-funnel marketing content utilizing both new and archival footage assets

Finish Post | Boston MA

Dec 2016 - Jun 2018

Assistant Editor

- Managed post-production pipeline for 6-month, 12-episode project ensuring on-time delivery
- Maintained broadcast compliance standards through weekly review and quality assurance processes
- Processed 2-3 TB of footage daily while maintaining organized catalog and storage systems

Boris FX | Boston MA

Aug 2015 - Dec 2016

QA Analyst

- Provided user-focused insights for BCC 10 and Mocha Pro 5 development cycles
- Documented 5-20 bugs daily through rigorous testing protocols and quality assurance processes
- Created impactful product demos showcasing new restoration, coloring, and compositing features

Education

University of Rhode Island | Kingston RI

May 2014

Bachelor of Arts

- Double Major: Film / Media and English
- Magna Cum Laude