

Kyle Calise

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Strategic creative leader who applies a scientific background to make targeted creative decisions that methodically and measurably grow digital audiences. 10+ years of experience crafting content roadmaps that drive audience growth across industries and platforms. Grew social media channel views 5x and subscribers 70%. Known for technical mastery in an array of disciplines and works cross-functionally to ensure team alignment, collaboration, and efficiency.

PROFESSIONAL EXPERIENCE

Director of Video

The Daily Dot – Internet News and Culture

Sep 2023 - May 2025

- **Promotional Pathway:** YouTube Content Creator (Contract, 2023-2025) to Director of Video (2025)
- Drove 3-5x quarterly video view growth by systematizing shorts and long-form optimization
- Developed cross-functional content workflows from strategic planning and scripting through final production and performance analysis
- Achieved 70% subscriber growth in 16 months through strategic content optimization and A/B testing
- Built and led a high-output content calendar publishing 3-4 long-form videos per week, balancing influencer partnerships, original series development, and rapid-turn current events coverage
- Launched interview series that consistently hit 10K+ views per episode by activating guest audiences
- Created and optimized celebrity interview series leveraging their audiences to grow to 10K+ views per episode
- Led cross-platform strategy for YouTube, Instagram, and TikTok earning CTR and site-engagement increases

Content Strategy Consultant

Freelance – Marketing Strategy Planning and Execution

May 2023 - Present

- Deliver cross-functional marketing services including consulting, content planning, scripting, storytelling, and performance optimization
- Design cross-channel content plans for brand marketing initiatives across 8 industries
- Use scriptwriting, VO, motion, and edit skills to transform complex stories into clear and engaging video; collaborated on a feature doc with an Emmy-winning director
- Establish brand guidelines for messaging and visual standards across web and social platforms

Digital Content Producer

Massport – Multi-modal Airport and Seaport Operations Agency

Dec 2019 - May 2023

- Launched and scaled LinkedIn from 0 to 12K+ followers in 3 years through targeted content planning
- Managed multi-platform social media playbook for 5 properties across 4 social platforms using analytics-driven approach
- Recognized for excellent performance receiving Massport's Unsung Hero Award (1 of 1,300 employees annually)
- Led 2-6-person productions ensuring brand compliance and messaging consistency
- Optimized archive restoration time by 80% through workflow improvements and systematic process implementation

Video Producer

The Grommet – E-Commerce and Small Business Product Marketing

Jun 2018 - Dec 2019

- Developed messaging and tone for 3-5 marketing videos weekly across home, lifestyle, and tech verticals
- Created content templates and guidelines for 3-person creative team, streamlining production and maintaining brand consistency
- Leveraged pre-existing assets for new productions to maximize ROI and efficiency

Assistant Editor

Finish Post – Color and VFX for Feature Films and Broadcast Commercials

Dec 2016 - Jun 2018

- Managed post-production pipeline for 6-month, 12-episode project ensuring on-time delivery
- Coordinated digital asset management processing 2-3 TB of footage daily while maintaining organized content libraries
- Maintained deliverables compliance standards through systematic review and quality assurance processes

QA Analyst

Boris FX – SaaS Provider of VFX and Video Editing Software

Aug 2015 - Dec 2016

- Provided strategic user-focused insights for BCC 10 and Mocha Pro 5 development cycles
- Created educational demonstrations showcasing new product features and capabilities for user engagement
- Documented 5-20 bugs daily through rigorous testing protocols and quality assurance processes

CORE SKILLS

Content Strategy and Leadership:

Content Roadmaps, Editorial Calendars, Cross-Functional Collaboration, Creative Direction, Messaging Frameworks

Audience Development and Performance:

A/B Testing, Retention and Watch-time Optimization, SEO fundamentals, Data-driven Content Iteration

Video and Social Execution:

Scripting, Storyboarding, Editing, Motion Graphics, Social Channel Optimization (YouTube, Instagram, TikTok)

Tools and Platforms:

YouTube Studio, TikTok Analytics, Instagram Insights, Google Analytics, Asana, Monday.com, ClickUp, Slack, Figma, Premiere Pro, After Effects, Audition, Photoshop, Illustrator

Certifications: Google Project Management (July 2025)

EDUCATION

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

University of Rhode Island

May 2014