

Kyle Calise

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Building the Systems That Make Content Scale

Focused on making complicated things simple to understand. Proven track record of building channels from scratch, mapping creative tactics to business priorities, and securing buy-in at every level of the organization.

PROFESSIONAL EXPERIENCE

Content Strategy Consultant

Cross-Industry Marketing and Content

May 2023 - Present

- Develops cross-channel content roadmaps for brand and campaign initiatives, tailored to each client's audience, maturity, and constraints
- Partners with enterprise B2B, DTC, and global organizations—including Staples Business, World Economic Forum, and Dynamo Media—to translate high-level narrative architecture into actionable content assets.
- Leads storytelling development for clients; independently grew an explainer channel to 1.2M+ organic views
- Delivers editorial standards documentation and content playbooks enabling clients to maintain consistency without ongoing oversight

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
- Achieved 3–5x quarterly view growth by applying an analytics-driven feedback loop across channels
- Led 4-member content creation team reviewing script and video drafts, giving constructive feedback, and mentoring and developing junior creatives
- 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
- Designed and maintained the YouTube thumbnail visual system across 76 episodes — typography, composition, and brand hierarchy held consistently at scale across a high-volume, fast-turnaround production environment
- Developed editorial briefs, roadmaps, and review workflows that aligned teams on quality and cadence
- Promotional pathway: Content Creator (Contract, 2023) to Director of Video (2025)

Digital Content Producer

Massport – Multi-modal Airport and Seaport Agency

Dec 2019 - May 2023

- Supervised still photography and video capture teams across aviation, seaport, and cruise port properties, shooting with static layout and multi-platform use in mind
- Designed asset management systems that reduced archive restoration time by 80% through workflow redesign
- Mentored undergraduates, teaching how to format high-performing content across verticals and platforms
- Developed and executed a targeted content strategy that launched and scaled LinkedIn from 0 to 12K+ followers for a public-sector account with strict brand and compliance constraints
- 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

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