

KYLE POWERS | VIDEO PRODUCER

Seattle, WA - 315.569.3219 - kpow0705@gmail.com - www.kylepowersvideo.com

Passionate storyteller with over 15 years of video marketing experience.

WORK

FUNKO - Everett, WA - Video Production Manager

May 2019 - August 2023

- Produced daily social media content to an audience of over **3 million followers** on Instagram, YouTube, TikTok, Twitter, Twitch and Facebook.
- Utilized OBS and Restream to broadcast multi-cam **Live Streams** to thousands of viewers.
- Directed, filmed and edited episodes of “**Inside The Artists’ Studio**” and “**Freddy’s Funhouse**”; two weekly programs dedicated to highlighting Funko news, events, products, and artists.
- Edited long-form “**Pop! Talk**” episodes with celebrity guest interviews. Responsible for sourcing b-roll, creating motion graphics, and selecting appropriate soundtracks.
- Produced **sizzle reels** for San Diego Comic Con, The Macy’s Thanksgiving Day Parade and New York Toy Fair.
- Collaborated with key stakeholders to create campaigns for Marvel, Disney, Hasbro, ESPN, HBO, and Netflix.
- Successfully grew the @OriginalFunko **TikTok** channel to over **400,000 followers**.
- Repurposed pre-recorded footage into short form content for Instagram Reels, YouTube Shorts and TikTok.
- Managed and maintained all video production equipment and created proposals for new gear as needed.

LOWE’S.COM - Kirkland, WA - Video Producer, Lead Photographer

January 2014 - April 2019

- Storyboarded, scripted, directed, filmed, voiced, and edited over 500 videos for Lowe’s owned companies.
- Created photography assets for all social channels and print publications including **US Weekly**, **Sunset Magazine**, and **Architectural Digest**.
- Managed the ATGStores.com YouTube channel, garnering over **7 million views**.

CGI COMMUNICATIONS, INC - Rochester, NY - Video Editor

April 2009 - December 2012

- Edited **12-15** commercials per week, ranging from **30-90** seconds with Final Cut Pro.
- Key and edited green screen footage for website avatars.
- Encoded videos into various formats for web and television broadcast.
- Developed innovative stingers for CGI, Relocate.org, and Next Ad Agency with After Effects and Cinema 4D.

EDUCATION

STATE UNIVERSITY OF NEW YORK COLLEGE AT BROCKPORT - Brockport, NY

August 2003 - May 2007

- Bachelor of Science in Broadcast Communications
- Minor in Film Studies
- Graduated Cum Laude

SKILLS/SOFTWARE

Premiere Pro - After Effects - Motion Design - Videography - Character Animator - Cinema 4D - Scriptwriting - Lighting - Live Streaming - Podcasting - Project Management - Jira - Open Broadcast Software - Photoshop - Illustrator - Audition