

KYLE POWERS | SENIOR VIDEO PRODUCER

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Expert in Storytelling, Social Media Growth & Visual Branding

WORK

AMAZON WEB SERVICES - Seattle, WA - Video Producer/ Editor

August 2023 - Current

- Produce and edit short-form video campaigns that drive engagement of AWS developer tools.
- Collaborate with developers to showcase product demos, features, and creative coding techniques.
- Oversee end-to-end production, maintaining high creative standards and brand consistency.
- Support social media strategy and content planning for **@AWSDeveloper** channels, contributing to audience growth and retention on Instagram, YouTube, Facebook, LinkedIn, and X.

FUNKO - Everett, WA - Video Production Manager

May 2019 - August 2023

- Produced daily social media content to an audience of over **3 million followers** on all social channels.
- 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.
- 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 **600,000 followers**.

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

January 2014 - April 2019

- Produced and edited promotional, product, and lifestyle videos for online and social media campaigns.
- Collaborated with marketing teams to translate brand strategies into visually engaging content.
- Directed on-set shoots, coordinated with vendors and talent, and managed production timelines.
- Edited and optimized videos for multiple digital platforms to ensure consistency with Lowe's branding.
- Created content photography for web and print publications.

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 and After Effects.
- 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

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