

TONY WILSON

443-848-9132 | tony.wilson.framework@gmail.com | [Reel](#)

Creative producer and media director with a decade of experience spanning video production, brand design, live events, and digital content strategy.

EXPERIENCE

Director of Media

The Journey – January 2023 – Present

- Directed weekly livestreams for 1-1.5K live viewers
- Built and led teams of freelance editors, producers, grips, and on-air talent
- Produced weekly in-person events for 500-1K attendees
- Managed post-production using extensive video and graphic asset libraries
- Oversaw social media, podcast production, outbound communications, and advertising bid strategies
- Launched successful ad campaigns across local TV, YouTube, and social media, driving 100K-200K engagements and 3% CTR on average
- Created and managed mid-range ad budgets of \$60-100K

Producer

FrameWork (YouTube Channel) – December 2020 – Present

- Produced high-performing video essays, growing the channel to 6M views
- Designed and revamped visual identity including motion graphics, logos, and thumbnails
- Directed voice talent and handled camera operations on-location and in-studio
- Conducted interviews with game developers and industry experts
- Built and managed an active social media presence across Twitter/X, Instagram, TikTok, YouTube, and Facebook

Producer

GameSpot – December 2015 - December 2020

- Produced daily news and original video content, earning 40M views in total
- Collaborated with PR and marketing teams to coordinate exclusive coverage
- Collaborated with union and non-union talent for live events and pre-taped productions
- Created and executed content strategies to boost video embeds and SEO
- Maintained and operated studio equipment for audio and video production

SKILLS

- Project Management: Asana, Trello, Slack, Discord, Google Business Suite
- Video Editing: Adobe Premiere Pro (expert), After Effects (proficient)
- Graphic Design: Adobe Photoshop, Canva
- Livestreaming & Broadcast: OBS, multi-cam setup, green screens, ATEM switchers
- Cameras: Sony Alpha series, Canon EOS line, Black Magic cinema cameras
- Languages: Brazilian Portuguese (B2 level proficiency)

REFERENCES

David Mercado: Director of Music, The Journey (347-279-0387)

Ryan Gianforte: Producer, Fallen Media (410-322-7037)