KYLE WRIGHT

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CONTENT PRODUCTION EXECUTIVE

Broadcast, Digital & Branded Content | Production Transformation | Global Campaign Delivery

Content and commercial production executive who builds the teams, operating structure, and production strategy media companies, agencies, and global brands need to deliver ambitious work at scale. Identifies capability gaps early, aligns the right creative and technical resources, and creates a clear path from concept through delivery without losing sight of budget, timing, brand standards, or commercial goals. Career spans ESPN, global agencies, major product launches, emerging formats, and award-winning campaigns that have strengthened advertiser relationships, supported significant revenue, and elevated creative output.

SIGNATURE HIGHLIGHTS

- **Production Transformation**: Built ESPN Creative Studio's production infrastructure and standardized fragmented workflows supporting ~60 annual campaigns, 350+ creative personnel, and $500M+ in advertising revenue.
- **Commercial Content at Scale**: Reengineered Under Armour's ~$2.5M global "Will Finds A Way" production to deliver 400+ broadcast, digital, and social assets featuring Dwayne Johnson and elite athletes.
- **Creative Problem-Solving**: Converted canceled productions into archival-driven State Farm campaign supporting The Last Dance, delivering in 11 days during the COVID shutdown and earning Sports Emmy and Cannes Lions recognition.
- **Talent, Rights & Partnership Strategy**: Navigated complex celebrity, music, publishing, and production negotiations for campaigns featuring Serena Williams, LeBron James, Bryant Gumbel, Katie Couric, and LL Cool J, helping extend major brand relationships.
- **Award-Winning Production Leadership**: Delivered work recognized by Sports Emmy, Cannes Lions, Promax, Clio Sports, and Effie awards across ESPN, global agencies, and leading consumer brands.

PROFESSIONAL EXPERIENCE

ESPN Creative Studio | 2018 – 2026

Sr Director of Production

Recruited to build ESPN Creative Studio's production infrastructure, leading multiplatform content for Disney Sales, ESPN Marketing, ESPN Films, Disney Streaming Services, and network operations. Directed 8 producers, managed project budgets and vendor resources, and coordinated 350+ creative personnel supporting $500M+ in annual advertising revenue.

- Transformed fragmented production practices into standardized, transparent workflow spanning creative development, budgeting, vendor sourcing, and delivery, strengthening execution across producers and writers.
- Enabled ROI tracking and consistent delivery of ~60 annual campaigns for repeat advertisers, including State Farm, IBM, Ford, Bud Light, and major film studios; work recognized by Sports Emmy, Promax, Clio Sports, and Effie awards.
- Pivoted canceled productions into an archival-driven State Farm campaign supporting *The Last Dance*, delivering in 11 days during the COVID shutdown, earning a Sports Emmy and Cannes Lions recognition, and launching a long-term partnership.

Droga5 | 2017 – 2018

Executive Producer

Served as Group Executive Producer leading integrated broadcast, digital, social, and branded content production for Under Armour, Google Pixel, and JPMorgan Chase. Oversaw production strategy, budgets up to ~$2.5M, cross-functional teams, live-action shoots, post-production, music licensing, and global asset delivery.

- Reengineered Under Armour's ~$2.5M global "Will Finds A Way" production to maximize talent, locations, and resources, delivering 400+ broadcast, digital, and social assets featuring Dwayne Johnson and elite athletes that generated immediate sales impact.
- Negotiated complex music, publishing, and talent rights for JPMorgan Chase's Serena Williams US Open campaign, enabling an acclaimed comeback story that expanded her relationship into a year-long brand ambassadorship.
- Led production strategy for the global Google Pixel 2 launch, directing producers and art buyers across broadcast, digital, and print campaigns shot entirely on the device.

72andSunny | 2015 – 2017
Executive Producer
Brought in as a project-based Executive Producer for a technically complex celebrity campaign, then retained as a staff leader supporting 72andSunny New York's expansion. Led integrated television, digital, experiential, and emerging-technology productions for Samsung, ESPN, Smirnoff, General Mills, and Comcast, with responsibility for budgets, vendors, talent, live action, post-production, and final delivery.

- Produced Samsung's national VR launch campaign featuring LeBron James return to Cleveland, combining live action, visual effects, immersive POV storytelling, and custom music production to introduce emerging technology.
- Negotiated directly with Chuck D to re-record Public Enemy's "Welcome to the Terrordome" after securing limited broadcast rights, preserving the campaign's creative concept and television launch.

Kirshenbaum Bond Senecal + Partners (KBS+), New York, NY | 2014 – 2015
Executive Producer
Appointed Executive Producer for BMW Worldwide, overseeing broadcast, digital, social, and radio production; controlled campaign budgets, schedules, vendor negotiations, and integrated delivery while supervising senior, associate, and assistant producers.

- Orchestrated BMW i3's 2015 Super Bowl launch featuring Bryant Gumbel and Katie Couric, reconstructing archival footage and licensing "Electric Avenue" to introduce the brand's first all-electric vehicle through one of the game's most memorable campaigns.
- Cultivated production talent through semiannual performance reviews, coaching, and development planning for producers and account team members assigned to the BMW business.

BBDO Worldwide, New York, NY | 2012 – 2014
Executive Producer
Led television and print production for Hewlett-Packard and ExxonMobil, overseeing competitive bidding, budgets, schedules, licensing, VFX, and post-production.

- Governed ExxonMobil's triple-bid approval process with controllers and procurement partners, strengthening cost discipline and financial accountability across production engagements.

INDEPENDENT PRODUCTION ENGAGEMENTS | New York, NY & Los Angeles, CA
Freelance Senior Producer | Mother New York & Ogilvy & Mather | 2010–2011
Led branded, documentary, and integrated content production for Johnson & Johnson, Red Bull Music Academy, Reading Is Fundamental, and IBM; managed budgets, schedules, talent, archival research, rights negotiations, editorial, graphics, music, localization, and global delivery.

- Produced IBM's Centennial film series, including a 30-minute documentary and two short films screened during its 100th anniversary; sourced and licensed archival content and localized final masters for six global regions.

Freelance Senior VFX Producer / Set Supervisor | Framestore, MassMarket, Logan & Arsenal FX | 2007–2012
Directed 2D and 3D visual effects production for national commercial campaigns, overseeing bids, staffing, schedules, client communication, on-set supervision, post-production, and final broadcast delivery.

- Supervised VFX and specialized motion photography for campaigns including Guinness, Lowe's, Allstate's original "Mayhem" series, and Snickers.
- Secured incremental client funding after identifying an unbudgeted second Snickers commercial, enabling completion of the Betty White and Abe Vigoda Super Bowl spot without compromising production scope.

EARLY CAREER

Senior VFX Producer | Zoic Studios | Culver City, CA Produced commercial VFX campaigns for leading agencies, directing bids, staffing, schedules, on-set supervision, and multidisciplinary 2D/3D artist teams.

Broadcast Producer | TBWA\Chiat\Day | Los Angeles, CA | Produced television and interactive campaigns for Sony PlayStation, Nissan, Infiniti, Adidas, Health Net, and Uncle Ben's; managed budgets, vendors, talent, editorial, VFX, music licensing, and final delivery.

EDUCATION

BA: Film and Media Arts | Temple University, Philadelphia, PA