

CHRIS BARRIERE



CONTACT

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EMAIL

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WEB PORTFOLIO

www.chrisbarriere.com

SKILLS

- Creative Vision
- Strategic Leadership
- Revenue Generation
- Storytelling
- Project Management
- Copywriting
- Collaboration
- Presentation
- Audience Research

TECHNICAL

- Adobe Creative Suites
- Cinematography
- Photography
- Microsoft Office
- AVID
- Media Asset Management
- Budgeting
- Tableau Reporting

EDUCATION

Ithaca College

Sport Media, Journalism (B.S)
Magna Cum Laude

PROFILE

Award winning creative with 12 years of experience breaking the mold and disrupting the status quo in brand marketing and content production. I believe in fostering a robust work culture and mentoring teams to maximize creativity and productivity.

WORK EXPERIENCE

MINNESOTA WILD (2019-present)

St. Paul, MN

2023-Present **Director of Brand Marketing and Content**

- Oversee brand marketing, creative services and video production teams comprised of 15 full-time staff (67% growth in head count over 5 years)
- Lead messaging, design and production for marketing campaigns and initiatives
- Launched alternate jersey marketing campaign resulting in over \$1.5 million in retail sales over two years
- Uphold and grow relationships with all outside agency partners
- Manage \$4 million budget resulting in 10% reduction of expenses and increased profitability for company

2021-2023

Senior Manager of Video Production

- Led Emmy award-winning video team (19 nominations in 3 years)
- Produced over 50 long-form episodes per season totaling over 2000 minutes of content
- Established digital asset management process for all media

2019 - 2021

Video Producer

- Lead producer on all long-form documentary content and corporate partnership fulfillments
- Produced social series with KPI of 5M impressions
- Created hour-long documentary on history of women's hockey in Minnesota for broadcast and digital

AWARDS

2024 Regional Emmy
Documentary - Topical
Dream State: Warroad

2022 Regional Emmy
Sports Promotion
Winter Classic Promo

2021 Regional Emmy
Sports One-Time Special
Bringing Hockey Home

2020 Regional Emmy
Sports Program
Homegrown

WORK EXPERIENCE (CONTINUED)

NBC26 Green Bay, WI

2017-2019 **Sports Anchor and Reporter**

- Covered Green Bay Packers on a daily beat
- Nominated for WI Broadcasters Association Best Sportscast
- Created, produced, and hosted weekly 15-minute sports show
- Expanded hyper-local sports coverage to increase viewership

KTTC-TV Rochester, MN

2015-2017 **Sports Anchor and Reporter**

- Anchored and produced daily sportscast for EMMY-nominated and top-rated news station in Rochester, Minnesota
- Nominated for WI Broadcasters Association Best Sportscast
- Created, produced, and hosted weekly 15-minute sports show
- Expanded hyper-local sports coverage to increase viewership

NBC SPORTS GROUP Stamford, CT

2013 - 2015 **Production Associate**

- Worked on features and shoulder programming for NHL on NBC and NBC Olympic
- Helped launch new weekly docuseries, *NHL Rivals*
- Produces segments and teases for *Wednesday Night Rivalry*
- Traveled to NHL cities as on-site producer for feature shoots

NEW JERSEY DEVILS Newark, NJ

2011-2011 **Video Editor**

- Lead video editor for team during 2011 Stanley Cup Final
- Concepted and edited main in-arena open video
- Crafted and produced weekly web series show
- Produced two retirement ceremony videos for in-arena and TV

BOSTON RED SOX Boston, MA

2010-2011 **Videographer/Editor**

- Filmed and edited content for Fenway Park videoboard and maintained Green Monster standings
- Promoted from Production Assistant to Editor/Videographer
- Operated VTR and Click Effects machines during home games
- Logged and managed footage for Red Sox MAM