

CHRIS BARRIERE



CONTACT

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WEB PORTFOLIO

www.chrisbarriere.com

SKILLS

- Creative Vision
- Imagination
- Revenue Generation
- Consumer Research
- Project Management
- Adaptability
- Collaboration

TECHNICAL

- Adobe Creative Suites
- Microsoft Office
- AVID
- Wrike
- CatDV MAM
- Cube Budgeting
- Tableau Reporting

EDUCATION

Ithaca College (2011)
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

St. Paul, MN

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

While overseeing the creative services and video production teams at the Wild, I lead all messaging, design and production for marketing campaigns and initiatives

- Oversee 15 full-time staff, a 67% growth in head over 5 years
- Uphold and grow relationships with all outside agency partners
- Manage \$4 million budget
- Promoted from previous role

2021-2023 **Senior Manager of Video Production**

Managed the video production team at the Wild and lead all video content projects for broadcast, in-arena and digital channels

- Led team that earned 19 Regional Emmy nominations in 3 years
- Produced best performing video on YouTube in Wild history, Becoming Wild: Kirill Kaprizov
- Established digital asset management process for all media

2019 - 2021 **Video Producer**

Served as lead producer on all long-form documentary content and corporate partnership fulfillments

- Produced social series with 5M impressions KPI to success
- Created hour-long documentary on history of women's hockey in Minnesota

AWARDS

2020 Regional Emmy

Sports Program
Homegrown

2021 Regional Emmy

Sports One-Time Special
Bringing Hockey Home

2022 Regional Emmy

Sports Promotion
Winter Classic Promo

2024 Regional Emmy

Documentary - Topical
Dream State: Warroad

WORK EXPERIENCE (CONTINUED)

NBC26

Green Bay, WI

2017-2019

Sports Anchor and Reporter

Covered the Green Bay Packers on a daily beat for the flagship television station in Northeast Wisconsin

- 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

Worked as lead video editor for all in-arena and digital productions during regular season and run to the 2011 Stanley Cup Final

- Concepted and edited main in-arena open video
- Crafted and produced new 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