

Bobby Spero

Creative Producer

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I am a highly skilled and experienced creative with over 15 years of experience creating compelling and innovative content. With my extensive knowledge and expertise in video, photography, and design, I have successfully managed countless projects from concept to completion. I am a passionate storyteller with a unique ability to engage and motivate audiences, and my collaborative work ethic and innovative problem-solving approach make me an asset to any team.

Clients have ranged from start-ups and cause-focused nonprofits to high-profile commercial organizations, including Google, OpenAI, New Balance, Nike, Hallmark, Olympus, and more.

Links

[Linkedin](#)

[Portfolio](#)

Employment History

Creative Producer at OpenAI

April 2024 — Current

Creative Producer at Google Via Tezerakt,

August 2023 — April 2024

- Efficiently manage and coordinate multiple workstreams' timelines and schedules within the Devices and Services organization's internal studio.

Multimedia Producer at Informatica

April 2023 — August 2023

Designed creative and marketing materials across all communication touchpoints.

Multimedia Producer at Google

July 2018 — March 2023

- Led small and large creative projects and collaborated remotely and on-site across multiple internal and external teams.
- Oversaw content production for projects to help teams adhere to brand guidelines for all main @Google social and editorial platforms.
- Facilitated video production, creative direction, photography, motion graphics, and design for @google's social platforms and blog.
- Managed and QCed uploads for the @google YouTube channel. Providing analytics and reports to teams upon request.
- Acted as lead producer for the Maps team to create a vignette spotlighting Sasha Blair-Goldensohn's work to make Maps more accessible, including coordinating with the main Maps team on the West Coast, working on-site in New York to interview Sasha in the home and workplace, and creating the narrative and producing the video.

- Managed a campaign series highlighting Google's development of a Health Equity Tracker in partnership with the Morehouse School of Medicine by creating a best practices and guidelines document, including sample questions and ways to respond so the videos would be effective.
- Developed social content showcasing our latest products, the overall Google x CES 2020 experience, and partner devices. Collaborated closely with the Social Lab team to develop a content calendar and shooting script based on stakeholder requests prior to the event to ensure a smooth process.
- Managed the agency handling video production for the Consumer PR team's virtual Holidays in July 2020 event using a strategic approach and successful past project management provided creative direction to the video production agency to ensure the product was immersive and visually exciting.
- Edited Susan Wojcicki's #teamtrees donation video to be engaging with the help of custom motion graphics and dynamic edits. At the time, it was positively received by the public and helped enhance Susan's presence on her channel
- Provided 20% support to YouTube editorial team to create more dynamic content for creator focused content as well as exec communications.

Creative Direction / at Crushed Skate Shop

December 2019 — December 2022

Designed, project managed, and executed a creative campaign for the release of the Nike SB shoe collaboration. This also includes:

- Developing and refining shoe concepts and CADs.
- Pitching and developing a budget for the marketing plan.
- Handled pre-production/production/post of all visual assets.
- Worked collaboratively with the SB team to develop the social strategy.

Video Production / Web & Graphic Design / Employee at Vu Skateboard Shop

January 2008 — Present

- Designed collaboration with New Balance Numeric. This included:
 - Concepting and developing shoe design.
 - Working with New Balance design team to refine design.
 - Pitching and developing a budget for the marketing plan.
 - Handled pre-production/production/post of all visual assets.
 - Developed social strategy for owned platforms.
- Developed a business plan to get a start-up loan.
- Produced full-length videos, including filming, sound, lighting, editing, and post-production work.
- Created online content strategy for the website, such as product photography and social media posts.
- Designed effective marketing material for events as well as other design elements.
- Built ecommerce site to increase online sales and consumer base.

Multimedia and Creative Development at Freelance

December 2015 — July 2018

- Led video production projects, including oversight of storyboarding, script writing, graphics development, location searches, contractor hiring, content revision, and more.

- Effectively met deadlines while maintaining high quality of deliverables and ensuring adherence to clients' brand and voice guidelines.
- Managed extensive, multi-day photoshoots with AHLA, Fleishman Hillard, Togo Run, and other agencies.
- Developed new connections and cultivated current networks to build future client relationships.
- Worked closely with Stanttt team to develop two successful Kickstarter campaigns with over \$200K in backing.
- Created compelling visuals for the launch of Maketto's social platforms, a DC-based space. Their Instagram now boasts over 20K followers.
- Produced video shoot for Advocates for Opioid Recovery with Van Jones, Patrick Kennedy, and Newt Gingrich. Responsible for videography, editing, motion design for campaign video.

Video Editor / Shooter / Producer at Producer Fleishman-Hillard

June 2012 — December 2015

- Led the development of video content that successfully brought in new business with clients, such as Hallmark & Longwood Gardens.
- Traveled to provide on-site support and supervision of post-production vendors, large-scale video shoots, and production events across the country.
- Created compelling content for both corporate and government clients, including fictional narrative shorts, brand anthems, 2D motion pieces, event recap videos, animated infographics, and sizzle reels.
- While freelance, continued to lead projects on a contract basis for Fleishman-Hillard as a result of strong relationships, proven work ethic, and effective deliverables.
- Worked with the video team to develop Synthroid: Follow the Script campaign starring Sofia Vergara. The launch of the site had over 350,000 site visits. •
- Shot and edited social content for an anti-binge drinking campaign targeted at young, enlisted men and women in the military called That Guy. The video series has over 91k views on their YouTube page.

Digital Media Supervisor / Live Event Video Specialist Performance Video Systems

March 2009 — April 2012

- Provide video support at government facilities such as the White House, the U.S. Capitol building, and the National Mall
- Edit multi-cam live performance events as well as narrative pieces.
- Perform live event production roles such as technical director, camera op, shader, projector op, engineer, and various other positions.
- Work directly with clients to direct shows and produce deliverables in a timely fashion.

Front Desk, Media Librarian, Editor at Asgard Entertainment Group/TEAM

January 2008 — January 2009

- Organized and maintained Tape Library.
- Updated and maintained Xytech Library Inventory System.

- Finding spots, comp reels, etc., for producers and editors.
- Ordering tape stock and other forms of blank media.

Education

Bachelor of Fine Arts, The Art Institute of Washington