

# Kyle Odefey

Content Storyteller

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## Summary of Qualifications:

Award-winning storytelling professional known for technical aptitude, inspiring imagination, and a highly developed understanding of narrative for all content types. Producer of excellent community-driven content that evokes detailed aesthetic awareness, strong verbal and written communication, and superb audience-engaging results. MA graduate with eight years of professional media production experience.

**Areas of experience include...** End to End Video Production, Post-Production Editing, Graphic Design, Motion Graphics, Voiceover Recording, Sound Mixing, Sound Design, VFX Compositing, Color Grading, Social Media Marketing, Event Strategy and Marketing, Marketing Strategy, Graphic Communication, Content Writing, Photography, Photo Editing, UX Design & Implementation, and AI Prompt Engineering.

## Relevant Experience:

- Produces engaging social content (TikTok/Instagram/Threads/Snapchat/YouTube) for captivating brands and agencies
- Detailed experience in post-production workflow: ingesting/organizing footage, creating/implementing motion graphics, color grading workflows, music editing and mixing, and archiving footage
- Managed mid to large-sized crews for studio commercial, livestream, and cinematic content; including widespread social media campaigns

## Professional Work Experience:

### Video Editor

Synthesia | London, UK

March 2023 – Present

- Develop, edit and produce content for social channels (TikTok, YouTube, IG/Threads, Twitch)
- Produce content for 700K+ follower TikTok account (@ai.explains.ai)
- Research social trends and AI developments
- Create content end-to-end for livestreams, events, and more
- Collaborate with global workforce

### Marketing Strategist / Content Producer

Be More Colorful LLC | Fargo, ND

January 2021 – March 2022

- Shot, produced, and edited short-form content (interviews, marketing collateral, social outreach content, audio description)
- Developed client pitches, storyboards, and scripts
- Organized internal media assets and schedules for widespread content distribution
- Moved from intern to full-time employee

### Videographer / Editor

Russell Ave LTD | Lincoln, UK

March 2022 – Present

- Edit, direct, and produce multimedia materials for artists and SMEs
- Perform day-to-day management of production team members
- Facilitate product completion of engaging music videos, promotional materials, and social media content
- Engage in direct client outreach and communication

### Content Creator (Freelance)

Festico Drinks | Lincoln, UK

March 2022 – April 2022

- Developed print marketing materials and video promotions
- Followed project briefings and directives with strong client engagement

## While in Higher Education:

### Production Assistant

WDAY-ABC News | Fargo, ND

July 2020 – May 2021

- Participated in live television news broadcasts (Weekly WDAY Shows and Sports Sunday series)
- Operated production equipment (prompter, graphics, audio, and VTR) for live studio production
- Collaborated with team members, anchors, and newsroom staff

### Video Production Intern

In-House Advertising & Consulting | Fargo, ND

June 2020 – July 2020

- Conceptualized, scripted, and shot client-based commercials and advertisements for television & social
- Operated production equipment (cameras, audio, and grip) for location/studio production
- Edited media content while following client directives

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## Studio Production Intern

June 2019 - September 2019

Bolton & Menk, Inc | Mankato, MN

- Produced internal/external video assets for marketing/advertising divisions
- Assisted in offline editing, photo editing, and motion graphic design
- Performed footage offloading and logging
- Operated production equipment (camera, audio, and grip) for location/studio production
- Performed pre-production equipment prep

## Content Producer

May 2018 - September 2018

Epic on Purpose LLC | Minneapolis, MN

- Shot, produced, and edited short-form media (interviews, marketing collateral, social outreach content)
- Developed media assets for digital video hosting platform
- Performed footage offloading and logging
- Operated production equipment (camera, audio, and grip) for location/studio production

## Education:

### Master of Arts in Film Production (MA)

University of Lincoln (United Kingdom) - School of Film & Media  
Classification: First  
October 2021 - October 2022

### Bachelor of Arts in Film Production (BA), Minor in Film Studies

Minnesota State University, Moorhead - School of Media Arts & Design  
GPA: 3.67 | 7-Time Dean's List Student  
August 2017 - May 2021

### International Exchange Semester

University of Lincoln (United Kingdom)  
January 2020 - March 2020

## Software/Equipment:

**Proficient in...** Premiere Pro, DaVinci Resolve Studio, Avid Media Composer, Final Cut Pro, Audition, After Effects, Media Encoder, Blender, Illustrator, Photoshop, Lightroom, InDesign, XD, Acrobat, Slack, Discord, ChatGPT, Synthesia Studio, HubSpot CRM, Monday.com, Trello, Notion, Meta Business Suite, Office 365, Google Workspace, Ascend by Wix. Experience troubleshooting and maintaining Windows and Mac OSX systems. Works proficiently with ARRI Alexa, Red Komodo 6K, Panasonic GH5, Sony A7RII, and Blackmagic PocketCinema/URSA camera models. Proficient with MixPre3, Zoom Audio Recorders. Proficient in BlackMagic Design Livestream and Broadcast Equipment.

## Relevant Links:

[Creative Showreel](#)

[Festival Awards/Screenings](#)

[FilmFreeway](#)

[Instagram](#)

[YouTube](#)

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