

# KEVIN McSHANE

[kevinmcshane.org](http://kevinmcshane.org)

[linkedin.com/in/kmcshane](https://www.linkedin.com/in/kmcshane)

## HIGHLIGHTS

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- 15+ years experience in digital media and creative production
- 7+ years of high-level leadership at a major media company
- 1.5+ billion total views across 400+ short- and medium-form videos on all major platforms, including Hulu, YouTube, and TikTok
- Expert-level, full-stack video production experience, from development and production to post and publishing

## EXPERIENCE (Full CV & references available upon request)

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2013–2023

BuzzFeed, Inc.

LA & NYC

- *Executive Video Producer, Development (2019–2023)*
  - Determining editorial agenda for BuzzFeedVideo YouTube channel (20M subscribers)
  - Driving R&D for new channels and live brand activations
  - Showrunning weekly live challenge channel, The Blammo Network
  - Managing a diverse team of junior producers, DPs, and editors across multiple brands
- *Supervising Video Producer, Development (2017–2019)*
  - Creating, showrunning, and directing several of BuzzFeed’s most successful series, including I Draw, You Cook, Draw-Off, and Mom In Progress
  - Piloting and optimizing new video series
  - Mentoring junior producers and creating systems to preserve and share institutional knowledge
- *Senior Video Producer, Scripted & Unscripted (2015–2017)*
  - Creating, showrunning, and directing several multi-platform series, including Weird Things Couples Do, Colleagues, and Wine Mom
  - Developing and leading a creative production workshop series for junior producers
  - Directing and collaborating with celebrity guests

## EDUCATION

*Master of Fine Arts  
Film Production*  
Florida State University  
2002

*Bachelor of Arts  
Computer Related Art  
Production*  
Oberlin College  
2000

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## EXPERIENCE (cont.)

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- |                  |   |                          |
|------------------|---|--------------------------|
| <b>2013–2023</b> | <b>BuzzFeed, Inc.</b>   | <b>Los Angeles</b>       |
|                  | ◦ <i>Video Producer (2013–2015)</i>   |                          |
|                  | • Writing, producing, directing, and editing 200+ short- and medium-form scripted and unscripted videos |                          |
|                  | • Analyzing engagement data to make content decisions and optimize performance                          |                          |
| <b>2012–2012</b> | <b>Segment Producer</b>   | Vuguru, Inc.             |
| <b>2002–2012</b> | <b>Video Producer / Editor</b>  | Lobrau Productions, Inc. |
| <b>2004–2007</b> | <b>Interactive Designer</b>   | Next Exit Creative       |

## SKILLS

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**Production:** In-studio and on-location; DSLR and professional cameras; sub-1K lighting packages; multi-track production sound mixing; live camera switching

**Post-Production:** Media ingest; sync and prep; sound mixing, SFX, and finishing; web and broadcast mastering and distribution

**Cartooning & Animation:** 30+ years as a self-publishing comic artist (both web and print); digital animation, storyboarding, and character design

**Podcasting:** Recording talent, editing, mixing, and distribution for [The Lusty Horde](#) podcast

**Interpersonal:** Strong organizational and communication skills; emotionally intelligent communication style

**Other:** Illustration; commercial photography; front-end web development

## AWARDS

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Student Emmy (winner) – Comedy, 2003

Student Academy Award (nominee) – Narrative, 2003

## SOFTWARE

Adobe Creative Suite  
YouTube Studio  
Movie Magic Budgeting  
Airtable  
Toon Boom Harmony  
Toon Boom Storyboard  
WordPress  
PHP, HTML, CSS  
Google Suite  
Microsoft Office