

Kevin McShane
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PROFESSIONAL SUMMARY

- Emmy-nominated producer of scripted and unscripted content
- 20+ years experience in digital media and creative production
- 8+ years of high-level leadership at major media companies
- 1.5+ billion total views across 400+ short- and medium-form videos on all major platforms, including YouTube, Netflix, Hulu, and TikTok
- Expert-level, full-stack video production experience - from development and production to post and publishing

EXPERIENCE

Editorial Director – Audio & Video The Verge (Vox Media) 06/2025–Present New York, NY

- Oversee operations, strategy, and development for all video and audio from the Emmy and Webby award-winning team at The Verge, including podcasts, short-form, and social video
- Manage a team of 12 veteran producers, audio engineers, video editors, and social strategists
- Liaise with C-Suite and editorial board to execute large-scale editorial directives

Supervising Producer Ms. Rachel – Songs For Littles 12/2023–05/2024 New York, NY

- Producing over-performing, multi-platform video content for superstar YouTube Kids creator Ms. Rachel (14M subscribers)
- Managing a small team of full-time and contingent workers including editors, animators, sound mixers, and composers
- Building efficient production and post-production workflows
- Remastering back catalog episodes for VOD streaming services (e.g. Netflix)

Consulting Producer Lobrau Productions, Inc. 05/2023–Present New York, NY

- YouTube channel management and production for clients including Ms. Rachel, and Paul Dini/Tom Ruegger (Animaniacs, Pinky & The Brain)
- Freelance video development, production, and editing
- Animation production (VO recording, storyboarding, character design, layout, rigging, compositing, and output)

Executive Video Producer BuzzFeed, Inc. 10/2019–05/2023 New York, NY

- 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 BuzzFeed, Inc. 02/2017–10/2019 Los Angeles, CA

- 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 BuzzFeed, Inc. 07/2015–02/2017 Los Angeles, CA

- 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

Video Producer BuzzFeed Inc. 06/2013–07/2015 Los Angeles, CA

- Writing, producing, directing, and editing 200+ short- and medium-form scripted and unscripted videos
- Analyzing engagement data to make content decisions and optimize formats

Segment Producer Vuguru, Inc. 05/2012–11/2012 Los Angeles, CA

- Setting editorial agenda for weekly YouTube programming
- Writing, editing, producing and hosting 60+ segments of the pop culture news show "Mask & Cape"

Video Producer Lobrau Productions, Inc. 10/2002–05/2012 Los Angeles, CA

- Freelance video producing, editing, graphic design, web design, illustration, and photography

Interactive Designer Next Exit Creative 10/2004–10/2007 Los Angeles, CA

- Interface design and production (including animation and scripting)
- Packaging design, pre-flighting, and production
- Mastering, quality control, and testing

EDUCATION

Master of Fine Arts, Film Production 05/2002

Florida State University

Bachelor of Arts, Computer Related Art Production 05/2000

Oberlin College

SKILLS

Adobe Creative Suite, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Adobe Illustrator, Adobe Indesign, Adobe Audition, DaVinci Resolve, YouTube Studio, Movie Magic Budgeting, Airtable, Monday.com, Toon Boom Harmony, Toon Boom Storyboard, WordPress, PHP, HTML, CSS, Google Suite, Microsoft Office, In-studio and on-location production, DSLR and professional camera recording, Sub-1K package lighting, multi-track production sound mixing, live camera switching, media ingest, edit sync and prep, editing, sound mixing, SFX and audio finishing, web and broadcast mastering and distribution, Strong organizational and communication skills, emotionally intelligent communication style