

# KIRK MASSEY

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## Creative, Accomplished Director/Producer

Dynamic Leader in Content Creation and Live Entertainment with 20+ Years of Experience.

Expert in storytelling, team leadership and innovative project execution. Proven track record in directing, producing and leading creative initiatives. Renowned for developing and delivering content that captivates audiences. Skilled in ideation, scriptwriting, editing, show calling and production. Excels at forging strong collaborations, working effectively with diverse teams, partners and stakeholders to ensure impactful experiences. Committed to crafting stories and experiences that leave lasting impressions. Eager to apply my extensive experience to create engaging, relevant content for today's diverse audiences.

## CAREER HIGHLIGHTS

- Led creative initiatives encompassing directing, producing and scriptwriting for multiple live events and media appearances for Blue Man Group in collaboration with the NFL for Super Bowl LVIII in Las Vegas, including serving as Blue Man director for the Apple Music "Where's Usher?" halftime show campaign.
- Played a key role in producing high-impact appearances for Blue Man Group, both creating compelling content and sustaining valuable partnerships with prestigious brands including NFL, NHL, MLB, F1, Deal or No Deal, Price is Right, Masked Singer, Entertainment Tonight and That's My Jam.
- Spearheaded creative, directed and produced notable social media collaborations with Red Bull, NFL, UFC, NHL, Steve-O and Social Media influencers.
- Directed, produced, wrote and created a series of dynamic music videos for Blue Man Group, notably 'Paint Drums Throwdown', which was adapted for the F1 Las Vegas Grand Prix Opening Ceremonies. Other key projects include 'Stamping Ground', the 'ASMR Series', 'Jingle Bones', and '30-Minute Meditation Music', each showcasing innovative artistic direction.
- Served as Director and Control Room lead for Seasons 13 and 14 of "Rebel Report," an Emmy-award winning live broadcast.

## SKILLS & EXPERTISE

Content Creation  
Creative Vision  
Project Management  
Control Room  
Video Editing

Broadcast Operations  
Script Management  
Corporate Partnerships  
Film Production  
Photo Editing

Live Event Production  
Writing, Directing, Editing  
Problem-Solving  
Public Relations (PR)  
Audio Editing

## PROFESSIONAL EXPERIENCE

### Blue Man Group

2005 – Present

#### *Creative Producer/Director – Social Media and Marketing*

- Collaborates and serves as director, producer, writer and/or performer for fast paced, high-pressure media appearances, gigs and live events for high-profile clients including NFL, NHL, MLB, F1, Apple Music, Deal or No Deal, Price is Right, Masked Singer, Entertainment Tonight, That's My Jam.
- Writes, directs, shoots and edits high-impact short films for social media and other promotional campaigns while expertly managing end-to-end processes including scriptwriting, pre-production, filming and post-production, demonstrating exceptional budget management skills and consistently delivering results that surpass expectations.
- Demonstrates excellence in liaising with partners, vendors, and clients to ensure seamless execution of projects, fostering strong relationships and ensuring all stakeholder requirements are met on time and within budget.
- Plays a pivotal role in the approval process as a decision-maker, contributing to key decisions that drive strategic outcomes while maintaining strict brand guidelines.
- Recognized for leading Blue Man's creative efforts in significantly growing their TikTok, Instagram and YouTube channels by over two million followers.
- Notably spearheaded the creative direction, writing, and ideation for a high-profile collaboration with Red Bull, promoting the inaugural Las Vegas F1 Grand Prix, culminating in directing a successful video shoot that produced high-impact content with outstanding performance across various social media platforms. Videos collectively amassed more than 100 million views across all platforms.

- Contributed significantly to the creation of Blue Man Group's first Holiday album, focusing especially on the production and recording of "Jingle Bones". This involvement extended to writing and directing the song's official music video, playing a key role in the successful debut of the album.

**Performer**

- Performs shows, creates performance schedules, establishes training materials, and updates content to maintain compliance with strict policies and directives.
- Successfully trains, mentors and fosters the growth of new Blue Men.
- Key contributor to casting Blue Men, actively participating in auditioning potential performers by providing insightful evaluations and playing a decisive role in the selection process.

**UNLV TV****2023 – Present****Director/Technical Director/Producer**

- Serves as control room lead, producer and show caller for broadcasts and live events including TEDx events, NPR broadcasts, award shows and other special events.
- Directs and Produces "Rebel Report," an Emmy-award winning live television broadcast covering sports in and around Las Vegas.
- Directs and serves as Technical Director for select episodes of "Studio G", an Emmy-award winning live news broadcast covering local and national news.
- Directs the live broadcast of sporting events for the Mountain West Network and Silver State Sports Network.
- Writes anchor scripts, produces, shoots and edits packages, VOs, SOTVOs and other content for live broadcasts.

**Book From Tape****2017 – 2021****Producer/Video Editor/Photo Editor/Audition Coach**

- Produced, directed and coached talent to deliver superior performances, providing trusted leadership and mentoring.
- Revamped approaches for producing, shooting, editing and assembling recorded raw material into a finished product ready for broadcasting, increasing organizational coordination and efficiency.
- Principal photo editor for editing and retouching client headshots.

**University of the Pacific****2003 – 2005****Media Services Specialist**

- Responsible for setup and tear down of all A/V equipment for live events across campus.
- Served as camera operator or sound mixer for special events.
- Edited videos for campus events, sports and college promotional material.
- Maintained and scheduled the use of A/V equipment.
- Point person for all technical needs and troubleshooting for professors and executives.

**Freelance****2001 – Present****Various Production Roles**

- Works in a wide range of production roles covering live events, film, photography, TV broadcasts, concerts and corporate events including but not limited to *A.D., Video Editing, Camera Operator, Various Control Room Positions, Photographer, Sound Mixer, P.A., Graphic Design and Photo Retouching.*

**EDUCATION****University of Nevada, Las Vegas**

Bachelor of Arts, Journalism &amp; Media Studies, Summa Cum Laude (GPA: 4.0)

Area of Concentration – Visual Production, Sports Media

**ADDITIONAL CREDENTIALS**

TECHNOLOGY & TOOLS	Microsoft Office, Adobe Creative Suite, Davinci Resolve Studio, Avid Products, Google Workspace, Ross Switchers, NewTek Tricaster
COMMUNITY ENGAGEMENT	Autism Speaks, American Heart Association, DONNA Foundation
INTERESTS	Sports, Traveling, Music, Film