

KIRK MASSEY

C R E A T I V E D I R E C T O R | P R O D U C E R

 209-406-9983

 km.kirkmassey@gmail.com

 www.linkedin.com/in/kirk-massey

 www.kirkmassey.com

PROFILE

Innovative, results-driven and a natural leader with over 20 years of experience in the dynamic realm of content creation and live events.

KEY PROJECTS

- Produced, directed and scripted innovative projects for Blue Man Group in partnership with the NFL and Apple Music for Super Bowl LVIII in Las Vegas.
- Created dynamic videos and appearances for Blue Man Group collaborations with renowned brands such as NFL, NHL, MLB, UFC, F1, NBC, ABC and FOX.
- Led creative direction and ideation for a landmark collaboration with Red Bull, promoting the inaugural F1 Las Vegas Grand Prix, resulting in high-impact content amassing over 100 million views.
- Wrote, directed and produced 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.
- Served as Director, Producer and Control Room lead for Seasons 13 and 14 of "Rebel Report," an Emmy-award winning live sports broadcast.

EXPERIENCE

BLUE MAN GROUP

2005 - Present

CREATIVE PRODUCER / DIRECTOR - Social Media & Marketing

- Manages all stages of production from conceptualization to post-production on content for social media, marketing and other campaigns ensuring on time delivery that exceeds expectations and adheres to strict budget guidelines.
- Spearheads creative development and execution of fast-paced, high-pressure media appearances and live events.
- Acts as liaison between clients, internal departments and external vendors.
- Propelled Blue Man's social media presence, achieving a three-million-follower growth through creative leadership of content.
- Key contributor to the creation and recording of Blue Man Group's first Holiday album. Wrote, directed and produced the official music video for 'Jingle Bones.'

PERFORMER

- Performs shows, creates performance schedules, establishes training materials, mentors new Blue Men and plays a key role in casting new performers.

UNLV TV - THOMAS & MACK CENTER

2023 - Present

DIRECTOR / TECHNICAL DIRECTOR / PRODUCER

- Leads control room operations for broadcasts and live events, including Rebel Report, Studio G, TEDx, NPR, award shows and special events.
- Writes anchor scripts, produces, shoots and edits packages, VOs, SOTVOs and other content for live broadcasts.
- Directs and technical directs the live broadcast of sporting events for the Mountain West Network and Silver State Sports Network.
- Serves as technical director and graphics operator for the game day presentation of UNLV sporting events.

OTHER EXPERIENCE

BOOK FROM TAPE (2017 - 2021)

- Producer / Video Editor / Photo Editor / Audition Coach

UNIVERSITY OF THE PACIFIC (2003 - 2005)

- Media Services Specialist

FREELANCE PRODUCTION WORK (2001 - Present)

- Various Production Roles

EDUCATION

UNIVERSITY OF NEVADA, LAS VEGAS

Bachelor of Arts (B.A.), Summa Cum Laude (4.0)

Journalism & Media Studies

Concentration - Visual Production, Sports Media

SKILLS

Content Creation, Creative Vision, Live Event Production, Project Management, Corporate Partnerships, Problem-Solving, Control Room, Public Relations (PR), Film Production, Writing, Directing Producing, Editing, Social Media

TECHNOLOGY

Adobe Creative Suite, Microsoft Office, Google Workspace, Figma, Canva, DaVinci Resolve Studio, Avid, Ross Switchers, NewTek Tricaster