

# KIRK MASSEY

## CREATIVE DIRECTOR

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### CREATIVE & CONTENT EXECUTIVE

Visionary creative and content leader specializing in brand storytelling, audience growth, and revenue-generating creative initiatives across sports and entertainment. Proven ability to build and lead high-performing in-house creative teams that support multi-million-dollar sponsorship programs, NIL initiatives, marketing campaigns, and fan engagement. Experienced guiding multidisciplinary teams to deliver high-impact content across digital, social, broadcast, and live event platforms.

## CAREER HIGHLIGHTS

- **Serve as executive producer and creative director for all Miami Hurricanes video production**, guiding concept development, creative strategy, and production execution across social, digital, marketing, partnerships, NIL, and brand initiatives.
- **Lead creative strategy for six- and seven-figure corporate partnerships**, delivering integrated brand campaigns for McDonald's, Kia, Uber, Delta, Bose, EA Sports, Virgin Voyages, Perry Ellis, Goya, Geico and The Bahamas.
- **Generated 100M+ digital views** through concept development and end-to-end execution for a Blue Man Group x Red Bull collaboration at the Formula 1 Las Vegas Grand Prix.
- **Produced immersive branded content for Super Bowl LVIII** integrating Blue Man Group into the Las Vegas Super Bowl experience and halftime show campaign in partnership with Apple Music.
- **Developed and launched a scalable NIL content framework** supporting athlete brand development and commercial partnerships across Miami Hurricanes Athletics.

## EXPERIENCE

### LEGENDS GLOBAL | MIAMI HURRICANES ATHLETICS

2024 - Present

#### DIRECTOR, Creative Services (Head of Creative & Content)

Leads a centralized creative and content operation supporting Miami Hurricanes Athletics and Legends Global Partnerships, overseeing creative for brand storytelling, sponsorship activations, NIL initiatives, marketing campaigns, and digital media production.

#### Key Responsibilities & Leadership

- Built and leads an internal content team operating as an in-house creative agency supporting partnerships, marketing, digital, NIL, ticketing, fundraising, and fan engagement initiatives.
- Leads and mentors a multidisciplinary team of producers, designers, and multimedia specialists while managing freelance talent to scale production capacity and maintain production standards.
- Partners with Legends Global Partnerships leadership to develop content strategies and creative activations that enhance sponsor value and support multi-million-dollar partnership agreements.

- Oversees strategic planning and execution of content coverage across all 18 Miami Hurricanes varsity sports, directing event production, social storytelling, and digital content across sport-specific and primary athletics platforms.
- Establishes scalable production workflows and repeatable content formats enabling efficient delivery of NIL activations, sponsorship campaigns, and marketing initiatives.
- Collaborates cross-functionally with marketing, partnerships, digital media, and compliance teams to ensure alignment across distribution strategy, NIL frameworks, and institutional priorities.
- Provides creative leadership across digital campaigns, marketing initiatives, sponsorship activations, and venue branding supporting Miami Hurricanes Athletics.

## BLUE MAN GROUP

2005 - 2024

### CREATIVE PRODUCER & DIRECTOR - Social Media & Marketing

Directed creative strategy and content production for the global entertainment brand across social media, live events, and marketing platforms.

- Led end-to-end production of integrated campaigns across digital and traditional media channels.
- Expanded Blue Man Group's global social media audience, driving five million followers in growth through creative leadership of original content.
- Served as key creative lead for brand collaborations with NFL, NHL, MLB, UFC, F1, Apple Music, and Super Bowl LVIII.
- Conceptualized, produced, and directed music videos including "Jingle Bones" for the launch of the brand's first holiday album and "Paint Drums Throwdown," later adapted for F1 Grand Prix opening ceremonies.

### PERFORMER

- Performed in live productions while contributing to performer scheduling, training program development, casting of new Blue Man performers, and mentorship of incoming performers to maintain consistency across productions.

## ADDITIONAL MEDIA & PRODUCTION EXPERIENCE

- Live broadcast and media production roles spanning 20+ years including UNLV TV (Thomas & Mack Center), Book From Tape, University of the Pacific Media Services, and freelance video/design projects supporting sports, entertainment, and digital media initiatives.

## CORE COMPETENCIES

Creative Direction, Brand Storytelling, Content Strategy, Content Creation, Team Leadership & Talent Development, Campaign Development, Art Direction, Graphic Design, Video Production, Editing, Live Event Production, Sponsorship Activation, Social Media Strategy, NIL Program Development, Revenue Marketing, Partnership Marketing, Creative Operations, Integrated Campaign Development, Digital Media, Cross-Functional Leadership

## EDUCATION

### UNIVERSITY OF NEVADA, LAS VEGAS

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

Journalism & Media Studies

Concentration - Visual Production, Sports Media

## TECHNOLOGY

Adobe Creative Suite, Microsoft Office, Google

Workspace, Figma, Canva, DaVinci Resolve Studio,

Avid, Ross Switchers, NewTek Tricaster, Wrike