

# DEVIN PIKE

**Digital Media Manager** · Dallas–Fort Worth, TX

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Ran a client-facing production agency for 10+ years while holding embedded roles inside enterprise and media organizations — which means the client relationships, the vendor negotiations, and the cross-team liaison work are all things done under real commercial pressure, not just in service of someone else's budget. Journalism-trained and broadcast-experienced, with hands-on production depth that covers writing, directing, voiceover, and live-stream infrastructure — the kind of range that lets a team be led with authority rather than managed from a distance. Brings both the strategic scope to own a digital media campaign end-to-end and the technical fluency to stay credible with the people executing it.

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## SKILLS

Digital Media Campaign Management · Media Planning & Channel Selection · Campaign Ideation & Creative Development · Media Activation & Execution · Campaign Optimization · Client Relations & Management · Agency Partner & Vendor Negotiation · Cross-Team Liaison & Stakeholder Management · Multi-Platform Social Media Management · Video Production & Post-Production · Live Streaming & Event Production · Content Calendar & Editorial Planning · Brand Voice & Storytelling · CMS / WordPress

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## EXPERIENCE

**Bacon Samurai Productions** · [Executive Producer](#) · 2013 – Present  
(concurrent, part-time)

- Operated Bacon Samurai as a full-service production agency, leading campaign ideation, channel selection, and end-to-end media execution for 75+ client campaigns across entertainment and consumer brand sectors — without a missed deadline over 10+ years.
- Served as primary client liaison from initial brief through final delivery, managing vendor negotiations, production partner relationships, and cross-functional creative teams of up to 36 to keep every campaign on strategy and on budget.
- Won Dallas Observer “Best Game Show” for Universal Remote (2020) — the agency’s highest-profile campaign result and a direct driver of new client inquiries.

*Continuing to take select client projects while actively seeking a senior in-house digital media role.*

**Khoros** · [Multimedia Content Manager](#) · March – October 2022

- Served as the digital media liaison between marketing, communications, and product teams — activating and executing creative tactics across YouTube, Facebook, Twitter/X, and Instagram for a global SaaS brand.
- Delivered a global product launch campaign within weeks of joining — managing 9 stakeholders across regions, optimizing production workflows mid-campaign, and hitting every deadline without executive revisions.
- Built live-streaming infrastructure from scratch, eliminating vendor reliance and enabling the company to activate high-profile digital events in-house at broadcast quality.
- Role concluded following company-wide restructuring.

**Vokal Media Inc.** · [Program Director — Fuzz Box \(Vokal’s Alternate digital station\)](#) · 2017 – 2022  
(concurrent, part-time)

- Directed campaign ideation, media selection, and content activation for Fuzz Box Digital Radio — sustaining 5 years of uninterrupted daily programming through editorial planning and broadcast automation. (Station ceased operations, 2022)
- Negotiated exclusive artist bookings and activated original interview content that differentiated the station from mainstream platforms and gave listeners a direct reason to return.

**McAfee / Intel Security** · [Media Specialist](#) · 2014 – 2019

*(Full-time; Intel acquired McAfee in 2011, rebranding it as Intel Security in 2014; divested majority stake in 2017, reverting to McAfee.)*

- Functioned as an internal agency partner for C-suite leadership and global communications teams — leading campaign ideation, creative production, and media execution across HR, marketing, and corporate learning initiatives.
- Produced a 22-episode diversity video series — on time, at broadcast quality — the company's highest-profile internal media campaign; maintained a remote broadcast studio that kept all-hands events in-house over 5 years with zero compliance failures.

**Dallas Film Society** · [Digital Media Manager](#) · 2011 – 2014

- Led campaign ideation, media selection, and full digital activation for the Dallas International Film Festival — integrating social, video, editorial, and live streaming into a unified annual campaign that ran without a coverage gap for 3 consecutive years.
- Drove a documented 350% increase in festival website traffic by designing and executing a red-carpet live-streaming strategy, optimizing digital reach and audience engagement year-over-year.

*Earlier career: freelance video producer, broadcast talent, voice-over work, editorial journalist, 2004–2011*

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**EDUCATION**

**BA, News / Editorial Journalism** · University of North Texas, 1988-1994

*(Worked part-time while finishing my degree 1990-1994)*

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**TOOLS**

Adobe Premiere Pro · After Effects · Adobe Audition · Adobe Creative Suite · Final Cut Pro  
WordPress · Divi · YouTube Studio · Facebook Business Suite · OBS / vMix