

# Devin Pike

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## Creative Director

Adaptive Executive Producer with 20+ years of experience delivering high-quality multimedia projects across film, digital content, and event production. Adept at strategic project direction, creative content development, and client relationship management. Excellent history of leading complex productions, driving brand visibility, and managing diverse teams to deliver award-winning results.

### Core Competencies

- Creative Leadership
- Strategic Project Direction
- Cross-Discipline Collaboration
- Multi-Project Management
- Copywriting
- Brand Voice Consistency
- Client Relations
- Conceptual Thinking
- Communication & Presentation

## Career Experience

Bacon Samurai Productions | Dallas/Fort Worth, TX

2013 to Present

### Executive Producer

Founded a multimedia production company specializing in film, event promotion, and digital content creation. Oversee end-to-end production for a diverse range of projects, including feature films, live events, and online shows. Lead creative strategy, project management, and client relations to ensure the delivery of impactful and innovative content. Establish and nurture client relationships to grow the business through referrals and repeat work.

- Produced Everything Doesn't Suck (2014) and Universal Remote (2020), the latter named "Best Game Show" by the Dallas Observer.
- Managed over 75 diverse projects spanning film, video, editing, and voice-over for major brands, including Chevrolet, WB Pictures, and 20th Century Fox.
- Fostered new client connections and increased client retention through the delivery of consistent, high-quality productions, earning client trust.
- Executed promotional events, such as the 2014 Dallas Comic-Con Shindig, enhancing brand visibility and audience engagement.

Khoros | Austin, TX

2022

### Multimedia Content Manager

Managed the production of multimedia content, including video, audio, and live-streaming projects, for the marketing, communications, and product development teams. Led a team of direct and indirect reports to execute high-impact projects in a fast-paced, global environment. Played a key role in delivering crucial product rollouts and marketing initiatives.

- Led the production of a global product rollout session just days after onboarding, coordinating nine stakeholders across multiple regions, resulting in a flawless video debut.
- Streamlined video production workflows, cutting delivery times and ensuring on-time execution.
- Designed and implemented content strategies for digital care and social media marketing initiatives, enhancing brand engagement across multiple platforms.
- Developed live-streaming protocols for high-profile events, improving audience engagement through enhanced production quality and interactivity.

Vokal Media Inc. | Dallas, TX

2017 to 2022

### **Program Director, Fuzz Box**

Led programming and content curation for an alternative rock digital radio station. Oversaw music selection, production schedules, and promotional strategies to grow the station's audience. Engaged with artists and listeners through events, interviews, and on-air content. Balanced the role alongside other professional responsibilities, contributing to the station's mission of delivering niche music content.

- Launched the station and maintained a loyal audience by curating music aligned with the original format, driving increases in listener engagement.
- Expanded the music library while maintaining brand consistency, ensuring a seamless listening experience for alternative rock fans.
- Created automation workflows for broadcast operations, improving efficiency and reducing scheduling errors.
- Enhanced station reputation by delivering high-quality voice talent and engaging on-air content.
- Collaborated with station founders to develop strategic content direction, aligning with business objectives.

McAfee/Intel Security | Frisco, TX/Plano, TX

2014 to 2019

### **Media Specialist**

Led video and media production for internal communications, supporting McAfee's global initiatives. Produced content that reinforced corporate messaging, diversity efforts, and internal learning programs. Coordinated between various departments to ensure consistent branding and quality across all media assets.

- Produced a global diversity video series, creating 22 impactful videos to highlight employees in less than 90 seconds each, enhancing internal engagement.
- Managed a remote broadcast studio, streamlining internal communications to reduce external production costs.
- Collaborated with C-suite executives and global teams to create assets adhering to guidelines and standards.
- Coordinated complex global projects, working across time zones to meet production deadlines without compromising quality.
- Designed multimedia content to support learning initiatives, contributing to increased training participation.

Dallas Film Society | Dallas, TX

2011 to 2014

### **Digital Media Manager**

Directed digital media coverage for the Dallas International Film Festival, overseeing content production for filmmaker submissions, event coverage, and live-streaming initiatives. Managed a team of media professionals to ensure comprehensive and timely coverage of the festival's events.

- Captained live-streaming from the red carpet, achieving a 350% increase in website traffic during consecutive years of festival coverage.
- Coordinated photo, video, and live-stream teams to capture high-profile events, enhancing online engagement.
- Developed innovative digital content strategies, driving social media interaction growth for festival promotions.
- Expanded the festival's digital footprint by introducing new media formats, contributing to increases in visibility.
- Managed on-site crisis situations and technical challenges, ensuring uninterrupted coverage during live events.

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## **Education**

**Bachelor of Arts & Sciences, News/Editorial Journalism | University of North Texas**

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## **Technical Skills**

**Adobe Creative Suite | Microsoft/Live | WordPress | Divi**