

MARK GOODWIN

BRAND CONTENT CREATOR | CREATIVE PRODUCER | VIDEOGRAPHER

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PROFESSIONAL SUMMARY

Creative content producer with 7+ years of experience developing and executing brand, social, advertising, and lifestyle content from concept through final delivery. Experienced in translating brand objectives into compelling visual stories while managing creative development, pre-production, production, post-production and photography. Collaborative creative partner with experience working across marketing, design, clients, and executive leadership.

EXPERIENCE

'47 — Content Creator

Dec 2023 – Present | Westwood, MA

- Conceptualized and fully produced '47's Knicks NBA Championship video, generating 565K Instagram views and 20K likes—8x the brand's average views and nearly 29x its average likes. The video broke company performance records and became a standout piece of championship-related brand content.
- Developed content generating over 1 million cumulative Instagram views and tens of thousands of likes, excluding collaborative posts.
- Conceptualize, produce, and edit brand, social, campaign, lifestyle, and e-commerce video and photography, translating marketing objectives into culturally relevant visual storytelling.
- Collaborate with marketing, design, copy, and cross-functional teams to develop creative concepts and visual strategies for product launches, collaborations, campaigns, and social initiatives.
- Own projects from concept through final delivery, including creative development, pre-production, casting, location planning, production, editing, color, sound, motion graphics, and platform-specific formatting.
- Produce content across Instagram, TikTok, Facebook, e-commerce, and other digital channels, adapting creative to platform-specific demands.
- Operate Sony camera systems and Adobe Creative Cloud, including Premiere Pro, After Effects, and Lightroom, to execute high-quality video, photography, and motion graphics.

RAVentures — Creative Content Manager

Nov 2022 – Dec 2023 | Westford, MA

- Led creative content production across hospitality and entertainment brands including Apex Entertainment, 110 Grill, Evviva Trattoria, Kelly's Roast Beef, and Willie Jewell's BBQ.
- Developed video concepts and creative strategies to strengthen brand presence across social and paid media.
- Owned the full production lifecycle for paid media campaigns, from creative development and pre-production through production and post-production.
- Partnered directly with marketing leadership and the CMO to translate business objectives into effective visual content.
- Managed social content planning and production schedules in collaboration with marketing leadership.
- Produced video and photography using Sony mirrorless and Nikon DSLR systems and edited creative assets using Adobe Creative Cloud.

Beasley Media Group — Video Production Manager

Sep 2021 – Nov 2022 | Boston, MA

- Managed video production across five major Boston radio brands: 98.5 The Sports Hub, Rock 92.9, WROR 105.7, Hot 96.9, and Country 102.5.
- Oversaw OTT, pre-roll, social, commercial, and branded content campaigns from concept through delivery.
- Delegated projects to video producers while maintaining creative standards, production schedules, and client expectations.
- Coordinated shoots between account executives, clients, talent, and production teams, overseeing pre-production and on-site execution.
- Managed production timelines and post-production workflows across multiple concurrent campaigns.

Beasley Media Group — Video Producer

Jul 2019 – Sep 2021 | Boston, MA

- Produced commercial, branded, social, and editorial video content for five Boston radio brands and their digital audiences.
- Conceptualized and executed social campaigns, promotional videos, event coverage, concert recaps, branded entertainment, and scripted pieces.
- Worked directly with clients and internal teams to develop creative concepts supporting digital advertising campaigns.
- Shot and edited content in studio and on location, managing production from capture through final delivery.
- Created motion graphics, green-screen compositions, and other visual assets using Adobe Creative Cloud.

SKILLS

Creative Development • Brand Storytelling • Video Production • Photography • Creative Direction • Pre-Production • Post-Production
• Adobe Premiere Pro • After Effects • Lightroom • Sony Camera Systems • Drone Operator • Lighting • Audio

EDUCATION

Bridgewater State University — Bridgewater, MA

Bachelor of Arts, Communication Studies — Film, Video & Media Studies | 2015–2019

Magna Cum Laude | GPA: 3.65 | Dean's List, All 8 Semesters