

NICHOLAS BAKER

Creative Leader | Multidisciplinary Content Producer | Proven Change Catalyst

CONTACT



nicholas.s.baker@gmail.com



+1 (810) 955 2651



www.nicholasbaker.net



234 Kenberry Dr
East Lansing, MI
48823

SOFTWARE

3D

- Cinema4d
- Mocha Pro

AUDIO

- Adobe Audition

DESIGN

- Adobe Dreamweaver
- Adobe Illustrator
- Adobe Photoshop

PHOTO

- Adobe Lightroom

VIDEO

- Adobe Premiere Pro
- Apple Final Cut Pro
- Avid Media Composer
- Blackmagic Design Davinci Resolve

WORKPLACE

- Asana
- Microsoft Office 365
- Wrike Project Management

EXPERTISE

- Brand Design and Licensing
- Budget Design
- Digital Strategic Planning
- Marketing Campaign Development
- NERIS Type Explorer®
- Performance Coaching
- Photography (Canon, Nikon, Sony)
- Project Management
- Risk Forecasting
- Social Media & Content Engagement
- Systems Efficiency

EDUCATION

MEDIA ARTS & TECHNOLOGY, B.A

Michigan State University | East Lansing, MI

- TV, Film & Radio Concentration
- Business Cognate
- Honors College & Dean's List Member
- International Journalism Program

LICENSES

DEPARTMENT OF TRANSPORTATION

Federal Aviation Administration

- Private Pilot (Single-Engine Land)
- sUAS Pilot (Small Unmanned Aircraft Systems)

SUMMARY

With a background spanning advertising, corporate, documentary, network news, and sports, I lead teams to create and deliver dynamic solutions. My diverse skills in editing, writing, research, and digital content production have consistently driven multi-platform campaigns to success. Proficient in large-scale project planning, cross-functional collaboration, and technology management, I'm a relentless driver of positive change in people and projects.

EXPERIENCE

ASSISTANT ATHLETIC DIRECTOR OF SPARTAN VISION, CREATIVE SERVICES, AND BRAND MANAGEMENT

Michigan State University Athletics | East Lansing, MI | 2021-Present

- **Lead and mentor award-winning content creation and brand development team:** Manage a multidisciplinary team responsible for nationally recognized strategic content creation, covering post production, live production, graphic design, and social media.
- **Collaborate with University and sales partners:** Work closely with key stakeholders to plan and produce engaging content, resulting in consistent growth in interaction and revenue.
- **Manage budgeting and contracts:** Conduct research and write budget proposals, music contracts, and vendor agreements.
- **Oversaw branding and licensing:** Managed branding and licensing efforts across digital, print, and uniforms.
- **Produce executive leadership content:** Write and produce content for executive leadership and fundraising initiatives.
- **Brand Development:** Design content and manage projects to drive development and KPIs of 18 different sub-brands (teams) within the Athletic Department.

FREELANCE EDITOR/DESIGNER

Zeno Group | 2016-Present

- **Campaign editor and designer:** Worked on campaigns for clients including Anheuser Busch (Natural Light), Top Golf, Turtle Wax, and Welch's.
- **Motion graphic designer and editor:** Created motion graphics for Pizza Hut's Doorbell Dance campaign.
- **Videographer and Editor:** Worked on the Buffalo Wild Wings campaign.
- **Multiplatform editing and design:** Contributed to the Breathe Right father/son campaign launch.

DIRECTOR OF DIGITAL PRODUCTION

Michigan State University Athletics | East Lansing, MI | 2017-2021

- **\$25M campus development project:** Managed the digital portion of a campus development project.
- **Increased student engagement:** Developed staffing and production strategy that boosted student engagement and resulted in the nationally televised show 'Spartans All-Access' (B1G Network).
- **Motion graphics and editing:** Created motion graphics for digital and in-venue distribution. Oversaw on-campus and remote post-production, streaming, and live events.

SENIOR PRODUCER

Michigan State University Athletics | East Lansing, MI | 2012-2017

- **Produced television shows and marketing campaigns:** Produced broadcast television shows for Fox Sports, game highlight reels, and marketing campaigns.
- **Motion graphics management:** Designed and managed motion graphics for stadiums, television, and corporate partners.
- **Mentored interns/students:** Provided creative guidance on Adobe Creative Cloud and Cinema4D.

EDITOR

Campbell Ewald Advertising | Detroit, MI | 2011-2012

- **Client-focused video and motion graphics:** Managed client elements for distribution and production. Created video and motion graphics for clients including OnStar, US Navy, United States Postal Service, and the Ad Council.
- **On-location production:** Coordinated and led on-location production and edit sessions with senior producers.
- **Client relationship development:** Developed and nurtured client relationships, leading to increased revenues.

EXECUTIVE PRODUCER

"Publicly Defended" | 2010

- **Award-winning documentary:** Wrote, produced, and directed an Emmy award-winning documentary about Michigan's Public Defender system.
- **Full-cycle project management:** Managed production finances, research, promotion, and release. The documentary aired primetime on PBS stations in the Great Lakes region.

ASSOCIATE PRODUCER/NEWS ASSISTANT

CBS News / 48 Hours | New York, NY | 2010-2011

- **Story development:** Investigated and developed story pitch packets for senior producers and network executives.
- **Production coordination:** Coordinated remote visits for show development and production.
- **Research and support:** Assisted with research, shoots, editing, and executive presentations.