

JAMES BARTONE

Emmy-Winning Senior Creative Producer • Video Storytelling • Multi-Platform Video

Providence, RI • relocatable

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PROFESSIONAL SUMMARY

Emmy-winning creative producer and video storyteller with 20+ years of experience creating emotionally-driven campaigns across broadcast, streaming, social, and digital platforms. Skilled in end-to-end production including concept development, writing, shooting, editing, motion graphics, and launch execution. Known for cinematic storytelling, fast-turn creative production, and audience-focused campaigns designed to drive engagement across broadcast, streaming, and digital platforms.

EXPERIENCE

Nexstar Media Group / WPRI-TV

Senior Creative Producer | Brand Storytelling & Multi-Platform Video

Providence, RI | 2003–Present

- Lead end-to-end creative production for high-profile campaigns across broadcast, streaming, digital, and social platforms
- Concept, write, produce, shoot, and edit high-impact video content designed to increase audience engagement and brand visibility
- Create launch campaigns, sizzle reels, topical promos, social videos, and streaming-focused creative under tight deadlines
- Collaborate across editorial, marketing, design, and leadership teams to develop audience-first storytelling strategies
- Mentor and oversee producers while maintaining creative consistency and editorial standards

Selected Campaign & Documentary Work

The Last Don of Providence — Senior Producer / Creative Campaign Lead

- Senior producer and creative campaign lead for a documentary exploring organized crime in New England
- Developed a cinematic multi-platform campaign spanning broadcast, streaming, social, digital, and outdoor marketing
- Produced promos, social content, motion graphics, and campaign visuals that helped drive four of Nexstar's top-performing digital videos company-wide
- Project received multiple Emmy nominations and film festival selections

WPRI 12+ Streaming App Launch — Creative Lead

- Developed and executed a multi-platform launch campaign across broadcast, YouTube, digital, and social channels
- Produced audience-focused promos, explainers, and branded content designed to drive streaming adoption and engagement

Collette Vacations

Copywriter | Marketing & Travel Content

Pawtucket, RI | 1999-2001

- Wrote marketing copy, brochures, print campaigns, and direct mail targeting consumer and travel audiences
- Helped shape Collette's brand positioning as a provider of once-in-a-lifetime travel experiences
- Work appeared in publications including *Travel + Leisure* and *National Geographic Traveler*

EDUCATION

Bachelor of Science, Broadcast Journalism / Political Science, 1995

University of Miami, Coral Gables, FL

SKILLS

Creative Direction • Video Storytelling • Social-First Campaigns • AI-Assisted Creative Workflows • Cross-Platform Marketing • Motion Graphics • Sizzle Reels • Short-Form Video • Adobe Premiere Pro • After Effects • Photoshop • Videography • Photography

AWARDS

Emmy Award Winner • Multiple Emmy Nominations • Edward R. Murrow Award • Promax Awards