

JAMES BARTONE

Emmy-Winning Creative Producer • Writer • Video Storyteller

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PROFESSIONAL SUMMARY

Emmy-winning senior creative producer with 20+ years creating compelling campaigns across broadcast, streaming, social, and digital. Hands-on creative experienced in concept development, writing, producing, shooting, editing, and motion graphics, with a track record of award-winning work and high-performing content. Known for cinematic storytelling, fast-turn production, and creative that engages audiences across every screen.

EXPERIENCE

On-Air Marketing Manager | Senior Creative Producer - 2017–Present

Nexstar Media Group / WPRI-TV - Providence, RI

Promoted from Promotions Producer to Senior Producer (2010) and ultimately to On-Air Marketing Manager (2017)

- Created thousands of television promos, social and digital videos, long-form content, and multi-platform campaigns, spanning daily fast-turn production, brand initiatives, special projects, and documentary storytelling.
- Lead creative production for a high-volume portfolio of broadcast, streaming, social, and digital campaigns, overseeing projects from concept through final delivery.
- Write, shoot, and edit brand campaigns, station image spots, sizzle reels, and social videos, and design motion graphics using After Effects and Photoshop to strengthen brand storytelling across platforms.
- Mentor junior members of the creative team, maintaining creative consistency and editorial standards across a high-volume production slate.
- Collaborate with editorial, marketing, design, and leadership teams to build audience-first storytelling strategies across a high-volume campaign slate.

Selected Campaign & Documentary Work at WPRI-TV

***The Last Don of Providence* - Senior Producer / Creative Campaign Lead**

- Served as Senior Producer on the four-part documentary, helping shape its visual identity, shooting key interviews, contributing to the edit, and creating graphics and visual elements.
- Led the creative campaign across broadcast, streaming, social, digital, and outdoor, producing promos, social content, motion graphics, and campaign visuals.
- Campaign resulted in four of Nexstar's top-performing digital videos company-wide; the documentary won a 2026 Regional Edward R. Murrow Award and earned two New England Emmy nominations.

***WPRI 12+ Streaming App Launch* - Creative Lead**

- Developed and executed the launch campaign for WPRI 12+, the station's local news streaming platform, concepting, writing, producing, and editing promos, explainers, tutorials, and branded content across broadcast, YouTube, digital, and social.
- Helped establish WPRI 12+ as a consistently top-performing streaming product across Nexstar, competing alongside apps from major-market stations.

Copywriter, Marketing & Travel Content

Collette Vacations - *Pawtucket, RI*

- Wrote marketing copy, brochures, print campaigns, and direct mail for consumer and travel audiences.
- Developed Collette's brand positioning as a provider of once-in-a-lifetime travel experiences.
- Work appeared in Travel + Leisure and National Geographic Traveler.

EDUCATION

Bachelor of Science, Broadcast Journalism / Political Science

University of Miami, Coral Gables, FL

SKILLS

Creative & Strategy: Creative Direction, Campaign Concepting, Copywriting, Video Storytelling, Multi-Platform Campaigns, Social & Digital Content, Documentary Storytelling

Production & Technical: Adobe Premiere Pro, After Effects, Photoshop, Audition, Box, Trello, Video Editing, Motion Graphics, Videography, Photography

AI-Assisted Workflows: Brainstorming, creative development, generative fill, image/video generation, concepting, storyboarding, and rapid-turn campaign visuals

AWARDS

- Emmy Award Winner — Best Promotional Campaign (Boston/New England) • 5× Emmy Nominee
- 2× Regional Edward R. Murrow Award Winner
- 5× Promax Award Winner