Matt Baxter

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Studio Leadership | Content Marketing | Multichannel Editorial Strategy | Video Production | Creative Direction

Executive Summary

Video Production, Integrated Marketing, and Content Strategy Executive with 20 years of experience building multidisciplinary creative engines and launch-ready franchises for **Spotify, BuzzFeed, Disney, Live Nation, MTV News**, and others. High-impact player-coach who directs the complete creative lifecycle across video, social-native campaigns, animation, interactive web, and creator-led initiatives. The receipts? 500+ original and brand-funded productions, 1B+ organic views, and $50M in generated revenue, backed by Emmy, Webby, Digiday, and Sundance accolades and coverage across Bloomberg, Variety, Rolling Stone, and Wired.

Core Competencies

Executive Production | Integrated Campaigns | Film & Photo | Native Social | Paid & Organic Media | Creators Animation & VFX | Events | Product Launches | Web & Product | Editorial Strategy | Global Campaigns Creative Operations | Budgets & Resourcing | Concurrent Workstreams | Vendor Management | Licensing Post-Production | C-Suite Presentations | Cross-Functional Leadership | Google Workspace | Adobe Creative Suite | MAM/DAM | AI Workflows | UX Design | Live Streaming | Screenwriting | Creative Direction | Good Jokes!

Professional Experience

Executive Producer & Creative Strategist | Multiple Companies Los Angeles, CA | July 2025 - Present

- Currently advising multiple companies on content, campaign strategy, translating business goals into positioning, briefs, scripts, channel plans, modular asset systems, and AI-assisted creative workflows.
- **Most Recent Project**: Produced social video for **Tarter USA** translating product, retail, and customer needs into digital storytelling, supporting the brand's integrations into **Amazon** and **Home Depot**.

SVP & Head of Video | Platinum Equity Advisors Beverly Hills, CA | May 2019 - July 2025

- Built and led a 10-person creative studio of writers, producers, directors, editors, designers, and photographers delivering 200+ films, articles, podcasts, animations, photography, social assets, product stories, and live-event content for Platinum, the Detroit Pistons, and 50+ portfolio companies.
- Launched the Platinum Newsroom, a multichannel content engine that delivered continuous multimedia storytelling to investors, portfolio companies, and target external audiences.
- Played a key role in executing Platinum's annual in-person meeting, supervising in-room video production and the global live broadcast to employees and investors globally.
- Directed end-to-end multiplatform productions from creative brief to final delivery, leveraging AI tools (ChatGPT, Midjourney, Claude) to streamline scheduling, resourcing, and post-production.
- Secured buy-in across C-suite, legal, and cross-functional teams, presenting creative strategies that advanced business goals while safeguarding brand reputation.
- Managed a $5MM annual production budget and concurrent workstreams across production companies, directors, editors, motion/VFX artists, post partners, freelancers, travel, rights, and delivery calendars.
- Built scalable Creative Operations and resourcing systems across intake, Asana, SharePoint, Google Workspace, WordPress, Vimeo Enterprise, MAM/DAM, metadata, templates, rights, and approvals.

Head of Original Content, Acting | LiveOne Media, Inc. West Hollywood, CA | April 2018 - May 2019

- Led short form video strategy for the live-streaming music platform, directing 100+ festival segments, promos, trailers, branded, and social content at massive music festivals like Rolling Loud, Rock in Rio, EDC, and Life Is Beautiful with the goal of entertaining audiences post live stream.
- Executed multiplatform brand campaigns for KIA and Ciroc across video, social, and events, harmonizing creative authenticity, compliance, and commercial value.
- Built scalable production and distribution systems that streamlined cross-functional workflows, enabling distributed creative teams to increase delivery speed without sacrificing creative excellence.

Vice President, Original Video | Live Nation Beverly Hills, CA | December 2016 - March 2018

- Developed Produced original video series and 360 brand campaigns for Spotify, Snapchat, and Hilton, converting access to tier-one Live Nation talent into high-engagement, commercially impactful content.
- Led end-to-end productions from initial pitch through distribution, aligning multi-million-dollar budgets, talent rights, and execution across marketing, sales, PR, and platform partners.
- Managed union and non-union entertainment production across talent, crews, schedules, rights, live activations, and delivery under IATSE, SAG-AFTRA, WGA, and DGA agreements.

Global Head of Original Content | Spotify West Hollywood, CA | June 2015 - December 2016

- Launched Spotify's global Original Content studio, establishing greenlight criteria and distributed teams across three international hubs while stewarding a $20M+ budget across 12+ multimedia franchises.
- Executive produced flagship multiplatform franchises including Landmark: Metallica, Drawn & Recorded, and Spotify Singles spanning video, animation, editorial, and branded live experiences.
- Directed marquee live activations for Spotify Originals, orchestrating an exclusive blink-182 show in NYC and programming Spotify House at SXSW with artists including Willie Nelson and Run the Jewels.
- Co-developed the Spotify Originals digital platform and launch system, driving global multiplatform rollout and directing creator/vendor engagements scaled from $2K assets to $250K episodic productions.
- Partnered with Product, Marketing, and Analytics to integrate originals into Spotify's ecosystem, using data-driven programming insights to scale slate distribution from 4 to 20+ international markets.

Head of Branded Video | BuzzFeed Los Angeles, CA | May 2014 - June 2015

- Grew BuzzFeed's branded content studio from 10 to 60+ creators, generating $20M+ in revenue and 300M+ views across 150+ multiplatform programs for marquee clients like Budweiser, Toyota, and Purina.
- Executive produced viral franchise hits *Dear Kitten*, *Puppyhood*, and BuzzFeed's debut Super Bowl ad, leading concept development, physical production, and agency approvals through broadcast.
- Architected standardized campaign operations and performance analytics loops, driving operational efficiency and expanding average client project budgets from $5K to $50K.
- Collaborated with Analytics, Editorial, and Sales to refine content hooks, packaging, and multiplatform distribution, driving measurable audience engagement across key social channels.
- Directed integrated campaign strategy and engineered experimental content offerings for clients like eBay Unilever, and P&G, leveraging audience insights and cross-functional workflows to drive high-value RFP wins.

VP, Content Development | Digital Broadcasting Group Santa Monica, CA | July 2011 – Feb. 2013

- Spearheaded a bi-coastal studio delivering 60+ multiplatform branded campaigns and high-stakes pitches, translating enterprise brand goals into creative concepts, treatments, and scalable production roadmaps.
- Built scalable operational workflows, financial models, and resourcing plans, ensuring ambitious multiplatform productions consistently balanced creative excellence with on-budget execution.
- Developed original and branded programs for Sony Pictures, Crackle, Acura, Wendy's, Dr Pepper, SoBe, and other major brands, spanning entertainment, lifestyle, and consumer storytelling.

Senior Producer | Disney Interactive North Hollywood, CA | February 2009 - February 2011

- Recruited and led a 7-person creative production unit across Disney channels, delivering 100+ high-engagement digital videos and branded campaigns for partners including Microsoft, Honda, and Got Milk.
- Orchestrated cross-functional collaboration between Disney stakeholders, talent, and agency partners, driving campaign briefs from concept and physical production to platform-ready distribution.
- Stewarded a $5M+ annual budget and generated $10M+ in recurring client business, executive producing Webby Award-recognized franchises including *Muppets Kitchen* and *The Possibility Shop*.

Producer / Director | Mob Scene Creative + Production Beverly Hills, CA | July 2007 - February 2009

- Directed multiplatform marketing campaigns, EPKs, and short-form documentary series for premier entertainment and global lifestyle brands including Paramount, Sony Pictures, and CBS Sports.
- Led full-lifecycle physical production and editorial workflows, directing complex field shoots, crew operations, and post-production pipelines to deliver on-time, broadcast-grade creative.
- Spearheaded the Mob Scene's expansion into digital and branded entertainment, introducing platform-native storytelling frameworks across studio, sports, and lifestyle client portfolios.

Supervising Producer | MTV News Santa Monica, CA | August 2005 - November 2006

- Led continuous multiplatform editorial operations across broadcast, digital, and audio channels, helming live cultural tentpoles including the MTV Movie Awards and VMAs.
- Produced MTV News' debut video podcast and Emmy-nominated series on MTV Overdrive, steering newsroom experimentation across emerging digital products and viewer experiences.
- Managed fast-turn editorial and breaking entertainment storytelling across multiplatform channels, driving brand integrations and high-impact studio coverage for tentpoles including *Casino Royale*.

Digital Project Manager| CBS Interactive / UPN Los Angeles, CA | January 2004 - August 2005

- Owned UPN.com digital strategy and production, spanning web publishing, integrated marketing, paid media, CMS operations, audience development, agencies, and platform experiences.
- Led digital programs for franchises including *America's Next Top Model* and *Veronica Mars*, integrating editorial, promotional, interactive, and marketing content around major entertainment properties.
- Helped lead a full UPN.com redesign and audience-growth strategy that doubled page views, combining product thinking, content strategy, creative production, and performance insights.

Education

University of Pennsylvania - Bachelor of Arts, History

UCLA School of Theater, Film and Television - MFA Coursework, Film and Television Production