

# NATHAN FLETCHER

## **Creative Services & Content Executive**

Fort Worth, TX 76244

[nate@texasnathan.com](mailto:nate@texasnathan.com)

+1 817 807 8583

- I am a creative leader. I've led teams that have created and produced unscripted series, commercials, on air promos, marketing videos, corporate videos, internal communication videos, sales videos, documentary films, documentary series, LIVE broadcasts, and just about every form of video and film content out there. I'm familiar with network TV operations as well as creative production company operations and led teams of producers, directors, editors, designers and various creative professionals making a wide array of content.

## Work Experience

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### **SVP Content Development**

Great American Media - Fort Worth, TX

October 2016 to February 2023

- Starting at RIDE TV in 2016, I developed and created original unscripted content managing a large team of producers, directors, editors etc. producing LIVE Events like rodeos and bull riding events as well as unscripted reality shows, documentary films, and on air promo and branding content.
- Hicks Equity acquired GAC from Discovery in 2021, and I led the team in Fort Worth integrating GAC and transitioning it into GAC Family, and eventually, Great American Family & Great American Living.
- Facilitated the launch and lead the scheduling of the FAST channel Great American Adventures on XUMO.
- Led the scheduling team for Family & Living linear channels working in Wide Orbit Programming.
- Worked with Gracenote and Xperi to make sure the listings were accurate.
- Led the creative services team of producers, editors, writes, and designers to create all on air promo, interstitial, and various marketing and sales videos.
- Created and executive produced original special Great American Christmas in Kentucky.
- Facilitated various media and network operations as part of the Senior Management team and Strategic Initiatives Group for Great American Media.

### **Freelance Consultant & Owner|F2 Media**

American - Dallas, TX

March 2012 to October 2016

- Produced commercials for large clients like American Airlines and created and produced marketing videos for small businesses.
- Created and produced marketing and communication videos for large military contractors like Bell Helicopter and L3.
- Created and produced original unscripted long form content and short form branding content for RIDE TV including an award winning campaign starring Barry Corbin.
- Led team of producers, directors, editors, and designers to serve various corporate and network clients.

## **Producer / Director / Writer / Editor**

Studio 121 - Fort Worth, TX

March 2011 to March 2012

- Gave staff direction on how to tackle projects and responsibilities.
- Kept productions in compliance with network and legal requirements.
- Supervised production staff during planned productions in studio and on location.
- Created project budgets and managed production costs.
- Cultivated fun, inclusive and professional studio culture.
- Created and maintained production schedules and adjusted as needed to stay on track for target completion.
- Partnered with creative team to execute creative vision within budget and schedule requirements.
- Evaluated content performance to determine most compelling and relevant content and to suggest improvements.
- Our clients included cable networks like Family Net and commercial clients like Blackmon Mooring, Chipewa Boots, and L3.

## **Freelance**

Producer|Self-employed - Dallas, TX

March 2006 to March 2011

- Created project budgets and managed production costs.
- Coached and inspired on-air talent to be exciting and engaging.
- Generated original ideas and further developed ideas through research.
- Communicated schedules to production and creative teams, animation studio partners and other support staff.
- Wrote, shot and edited commercials, videos, films, and various short form and long form projects.
- Filled various roles in various productions for Fox Sports and other networks.

## **Director of Production**

Firestone Communications - Fort Worth, TX

September 2004 to January 2006

- Created and presented project scripts and storyboards for client approval during pre-production, direct shooting, editing and duplication processes.
- Monitored broadcasts to verify programs conform to station or network policies and regulations.
- Kept production in line with company guidelines, compliance requirements and quality standards.
- Oversaw day-to-day operations of independent production company specializing in creating video products for webcasting, video streaming, commercials, weddings and special events.
- Edited and post-produced final video and audio collections for distribution.
- Managed financial management systems, customer and production databases and inventory, production equipment and editing systems.
- Negotiated contracts and rates.
- Organized video and photo shoots, production crews and actors to achieve clients' creative vision.
- Scouted locations for various client projects and acquired permits.
- Set and administered budgets alongside leadership staff.

## **Senior Video Editor**

Broadcast News Channel - Dallas, TX

January 2003 to September 2004

- Worked with stars like Terry Bradshaw and Peggy Flemming to make sponsored segments on MSNBC and CNBC.
- Took large volumes of raw footage and determined which shots to use, cut or move to achieve creative vision.
- Reviewed video and selected best footage for storytelling.
- Edited video by adding graphics, titles, audio and special effects.
- Collaborated with creative directors, graphic designers and producers to execute projects with precision and achieve project goals.
- Partnered with marketers and developers to write, direct and edit engaging commercial videos.
- Coordinated scheduling and task delegation for video editing team members.
- Collaborated with creative team and director to align editing approach with artistic vision.

### **Producer Director**

Editor|Q Productions - Corpus Christi, TX

January 2002 to January 2003

- Working for the family of Selena, I produced, Directed, and Edited music videos and TV shows for top Latin artists like Kumbia Kings and Odalys
- Reduced downtime by managing production execution through concept delivery.
- Completed all post-production tasks, including quality assurance reviews, editing videos and adding graphics.
- Developed storyboards and innovative scripts.
- Created broadcasting, advertisement and film content.

### **Producer / Editor / EP / Director / Writer**

Televideo Inc - San Antonio, TX

January 1994 to January 2002

- My first job, I started as Production Assistant and left as Supervising Producer.
- Produced long form content for networks Telemundo, Galavision, and Univision starring superstars like Shakira, Gloria Estefan, Enrique Iglesias, and many others.
- Recruited and hired crew members, including negotiating rates of pay.
- Set and managed production schedules according to strict deadlines.
- Supervised production staff during planned photo shoots in studio and on location.
- Kept productions in compliance with network and legal requirements.
- Recruited and managed event and location crews.
- Created and maintained production schedules and adjusted as needed to stay on track for target completion.
- Created project budgets and managed production costs.
- Cultivated fun, inclusive and professional studio culture.

## Education

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### **High school diploma**

## Skills

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- Team Leadership

- Planning & Organizing
- Video Editing
- Training & Development
- Project Management
- Team Building
- Work Planning and Prioritization
- Organizational Skills
- Post-Production Processes
- Good Work Ethic
- Strong Creative Vision
- Microsoft Office
- Strategic Brand Management
- Mergers and Acquisitions
- Production Operations
- OKRs and KPIs
- Teamwork and Collaboration
- Process Improvement
- Effective Interviewer
- Performance Monitoring and Evaluation
- Budget Oversight
- Resource Allocation
- Problem-Solving
- Industry Best Practices
- Copyediting and Proofreading
- Strategic Planning
- Concept Creation
- Proposal Writing
- Studio Management
- Business Development
- Team Management
- Proposals and Presentations
- Active Listening
- Operational Analysis
- People Skills
- Corporate B2B Marketing Videos
- Commercial Production
- Internal Comms Videos
- On Air Promo and Branding
- Training Videos
- Marketing Videos

- Strategic Planning and Execution
- Sales Videos
- LIVE TV Production
- Post Production Management
- Unscripted Long Form Content
- Multi-Cam Production
- Proofreading
- Editing
- Copywriting

## Languages

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- Spanish - Intermediate

## Links

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[WWW.TEXASNATHAN.COM](http://WWW.TEXASNATHAN.COM)

## Assessments

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### **Verbal communication — Proficient**

March 2023

Speaking clearly, correctly, and concisely

Full results: [Proficient](#)

### **Work style: Professionalism — Proficient**

March 2023

Tendency to be accountable, professional, open to feedback, and act with integrity at work

Full results: [Proficient](#)

### **Graphic design — Proficient**

March 2023

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Proficient](#)

### **Management & leadership skills: Impact & influence — Proficient**

March 2023

Choosing the most effective strategy to inspire and influence others to meet business objectives

Full results: [Proficient](#)

### **Written communication — Proficient**

March 2023

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.