

Alex Manning

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Summary

Versatile Producer with 15+ years of experience shaping compelling video content across tech, education, lifestyle, and nonprofit sectors. Trusted by Fortune 500 brands, creative agencies, and mission-driven startups to lead complex, high-volume productions from concept to final delivery—on time, on brand, and under pressure. Brings a sharp creative eye and operational rigor to live broadcasts, branded content, and storytelling campaigns viewed by millions. Known for building strong teams, streamlining production workflows, and translating abstract ideas into clear, impactful visual narratives.

Core Competencies: Video Production Management | Live & Virtual Event Production | Pre & Post Production | Script & Story Development | On-Set Directing | Budgeting & Resource Allocation | Production Scheduling | Workflow Optimization | Multi-Camera & Field Production | Talent & Stakeholder Coordination | Team Leadership | Desire to Learn & Innovate

Technical Skills: Adobe Suite/Final Cut Pro, Google Analytics, Live Streaming, Video & Camera Equipment, MO Suite

Professional Experience

Video Producer | Freelance – Various Locations | 01/2020 – Present

- Manage full-cycle production for branded video, photography, and live-streaming projects—from initial concept development and pre-production planning through on-set direction, postproduction, and final delivery—for clients including Microsoft, Wieden+Kennedy, Mighty Media Studios, Leafly, Green Dot Public Schools, and others.
- Oversee all production logistics including scheduling, crew and gear coordination, budgeting, permitting, and shoot execution; ensured efficient collaboration with talent, creatives, and client stakeholders across diverse range of industries including tech, education, cannabis, and nonprofit.
- Deliver high-quality, story-driven content across digital, social, and broadcast platforms; ensured consistency with brand voice, messaging, and platform-specific formats for marketing campaigns, editorial, and event coverage.
- Lead postproduction workflows including editing, color grading, motion graphics integration, and final asset delivery using Adobe Creative Suite and Final Cut Pro; managed digital asset organization and client review cycles through platforms such as Frame.io.

Producer | Mighty Media Studios – Bellevue, WA | 03/2021 – 12/2023

- Led end-to-end production of live and pre-recorded video content for Fortune 500 clients including Microsoft, Dell, Xbox, and CES; managed creative development, scripting, technical setup, shooting, directing, and postproduction delivery across global campaigns and internal initiatives.
- Oversaw live broadcast and virtual event productions from both creative and technical perspectives, including platform integration, remote contributor workflows, and on-site technical direction for hybrid productions.
- Supervised cross-functional production teams including editors, cinematographers, and technical crew; ensured alignment on creative goals, delivery timelines, and execution standards under tight, high-stakes deadlines.
- Partnered with senior executive stakeholders to translate complex business messaging into clear, engaging visual narratives; maintain consistent communication throughout the project lifecycle to drive clarity, trust, and results.

Senior Producer | Leafly – Seattle, WA | 07/2018 – 12/2019

- Led video content strategy and production for digital platform serving 15M+ monthly visitors and generating 40M+ page views; developed branded, educational, and social media video campaigns to support product awareness, customer acquisition, and partner engagement.
- Directed full-cycle content development, including creative conceiving, scripting, directing, shooting, and editing; ensured content aligned with business objectives, regulatory guidelines, and evolving brand standards.
- Collaborated cross-functionally with marketing, sales, editorial, product, and design teams to translate business goals into video deliverables across web, mobile, and social platforms. Managed production schedules and team workloads; led internal and freelance staff on set and in postproduction, providing creative direction and feedback.

Additional 11 years of experience as Producer at Reason Foundation and Video Journalist at Aero-News Network, delivering end-to-end video production for digital, editorial, and branded content. Led teams, streamlined workflows, and executed high-volume projects under tight deadlines while aligning creative with strategic goals.

Education and Certifications

Bachelor of Arts in Photojournalism | Brooks Institute of Photography – Ventura, CA