

# Blake McKinney

Video Production Specialist | Motion Designer | Creative Director  
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Creative video specialist with 10+ years bringing brand stories to life, from broadcast television to social content. Expert in motion design, organic & paid ad creative, and data-driven iteration. Known for building efficient post-production workflows, leading cross-functional teams, and delivering high-impact content across Meta, TikTok, broadcast, and streaming platforms. Proven track record at Google, LastPass, Roku, and Warner Brothers Discovery.

## PROFESSIONAL EXPERIENCE

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### Google (Contract) | *UX/UI Motion Designer* Feb 2025 – Current

- Produced user-centric instructional videos for the Google Tips app on Google Pixel, enhancing feature discoverability for millions of users.
- Built motion-based video edits by translating Figma design files into polished After Effects animations.
- Built a scalable motion library to ensure quality across assets and decrease the delivery time.
- Collaborated cross-functionally with Product Management and a team of motion designers to align creative with product goals.
- Self-managed tasks and scoped project timelines to ensure delivery of multiple concurrent assets.

### LastPass | *Senior Motion Designer/Video Producer* June 2025 - March 2026

- Spearheaded end-to-end creative production as the sole video editor, producer, and motion designer, establishing and scaling a cohesive brand identity from inception.
- Curated a diverse multimedia library, including high-impact customer testimonials, product showcases, and feature announcements, while launching and managing the brand's flagship podcast.
- Engineered high-performance paid social creative for Meta, TikTok, and YouTube; utilized A/B testing and performance analytics (CTR/Engagement) to aggressively iterate on content and optimize ROAS.
- Designed high-stakes sales enablement materials and motion graphics to showcase technical business capabilities, directly supporting the acquisition of enterprise-level accounts.

### Roku | *Video Production Specialist* Jan 2022 – Nov 2023

- Served as the go-to video editor, producer, and motion designer for marketing programs, events, and campaigns across the organization.
- Translated business performance data from analytics and ecosystem teams into compelling marketing collateral that drove revenue opportunities.
- Directed in-person and remote video/photo shoots and VO sessions, overseeing production from brief to delivery.
- Produced executive-level presentations, award submissions, event recaps, and content showcases with a high standard of quality.
- Conceptualized and animated motion graphics in After Effects; scripted and storyboarded projects to ensure alignment at onset.
- Managed project schedules and vendor relationships in Asana; upgraded the NYC content studio with state-of-the-art video, audio, and lighting gear.
- Contributed to content conceptualization and implementation of LED signage in Times Square.

### Warner Brothers Discovery | *Video Editor* Jan 2019 – Jan 2022

- Edited full-length broadcast episodes and social/digital-first assets for Discovery+, HGTV, and the launch of the Magnolia Network.
- Served as the in-house post-production point of contact for field shoots, collaborating during pre-production to ensure smooth workflows.
- Partnered with Editors, Management, Audio, Color, and Engineering to devise creative and efficient post-production pipelines.
- Onboarded and guided freelance editors; coordinated with external finishing teams and delivery partners to meet spec requirements.

## Red Arrow Industries | *Video Tech Manager* Aug 2017 – Jan 2019

- Managed a team of assistant and junior editors, distributing workload evenly and keeping projects on schedule.
- Developed and implemented a streamlined equipment check-in/out system, improving efficiency across all field shoots.
- Collaborated with the technical lead to upgrade edit systems to a shared storage workflow.
- Oversaw on-location media management, led post-mortem meetings, and worked with Accounting and the Line Producer on gear budgets.

## Red Arrow Industries | *Video Editor* Jun 2014 – Aug 2017

- Edited full-length broadcast television episodes and social-first video content for nationally recognized networks.
- Collaborated with internal producers, designers, and network executives to incorporate feedback and meet deadlines.
- Tracked billable hours per project and participated in post-mortem reviews to identify efficiencies.

## CORE COMPETENCIES

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Video Production & Editing	Podcast Producing & Editing	Motion Design & After Effects
Data-Driven Creative Iteration	UX/UI Motion Design	Post-Production Workflow Dev
Field & Remote Production Direction	B2B & B2C Marketing Campaigns	Cross-Functional Collaboration

## EDUCATION

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**Bachelor of Arts, Film** | Carson-Newman University 2010 – 2014

## SOFTWARE & TOOLS

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|-----------------|-----------------|---------------|-----------------|----------------|
| ▶ Premiere Pro  | ▶ After Effects | ▶ Avid MC     | ▶ Final Cut Pro | ▶ Figma        |
| ▶ Media Encoder | ▶ Photoshop     | ▶ Illustrator | ▶ Asana         | ▶ Frame.io     |
| ▶ LucidLink     | ▶ Brandfolder   | ▶ Avid Nexis  | ▶ Claude        | ▶ Google Suite |