

NICHOLAS SHELDON

LOS ANGELES | SAN FRANCISCO

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PROFESSIONAL SUMMARY

Creative producer with 20 years of experience developing and producing original content across television, professional sports, and digital platforms. Deliver top-tier visual storytelling via program opens, trailers, unscripted media, marketing campaigns, and audio/video podcasts. Expert in managing full content lifecycles while specializing in A.I. prompt engineering, directing on-camera talent, and aligning production with brand objectives and within budget.

EXPERIENCE

VARIOUS CLIENTS

2011 - Present

Freelance Video Producer + Editor

- Produce, write, and edit short and long-form content for clients across sports, entertainment, and corporate sectors.
- Ensure all deliverables meet client specifications and adhere to brand guidelines using traditional and generative A.I. tools.
- Trusted by high-end clients to deliver trailers, promos, sizzles, branded content, and digital series to drive audience engagement, elevate brand identity, and increase financial growth.

Recent Credits & Highlights:

Epic Arc Productions (Las Vegas Raiders)

Justified: City Primeval (FX/Sony Pictures Television)

Award: 2024 Clio (Bronze) - Best Gameday Open for "DNA - Las Vegas Raiders"

Notable Clients:

PRO SPORTS: Epic Arc Productions, Famous Group, Fox Sports Net, Wave Sports + Entertainment

REALITY TV: ATTN: Media, Bunim/Murray, Candor Entertainment, Rocket Science Labs

PRODUCTION HOUSES: Destination Luxury, Lemonlight, Link Entertainment, Los York, Tool of North America

BRANDS: Art Directors Guild, Boys & Girls Club of America, Cantor Fitzgerald, Microsoft

XTREME CONCEPTS & AFFILIATE BRANDS

2018 - Present

Senior Video Producer + Editor

NASCAR DRIVER JEFFREY EARNHARDT

- Responsible for end-to-end production of broadcast and social video content for the official sponsor of NASCAR driver Jeffrey Earnhardt, aligning creative vision with brand strategy across all media platforms.
- Oversaw post-production for an hour-long reality TV pilot, including editing, trailer development, and social media adaptations to support multi-platform distribution.
- Produced content with team of racing and travel influencers, ensuring consistent messaging, brand integration, and timely delivery of supplemental media assets.
- Supervised and coordinated a team of editors, implementing efficient workflows and quality control processes to scale content output and meet tight deadlines.

MUSKET POWDER & BIG HORN BISON SEASONING

- Lead producer for branded content for Musket Powder and Big Horn Bison Seasonings, overseeing creative development, shoot logistics, talent coordination, and post-production for cooking and reality-style content.
- Manage end-to-end production for digital campaigns, from concept to delivery, including directing on-location shoots in Tennessee, Utah, and Wyoming.
- Directed broadcast commercial for Big Horn Bison Seasonings featuring *MasterChef* winner Kelsey Murphy and *Yellowstone* actor Jake Ream, overseeing script, talent, on-location shoot, post production, and delivery.
- Work directly with company founder to develop strategic content plans aligned with business goals, while managing timelines, budgets, and locations.

TENNIS CHANNEL

Video Producer/Editor + Social Media Manager

- Led editing and post-production for "Tennisography" and "Signature Series" documentaries on Tennis Channel, including high-profile specials on legends Arthur Ashe and Bud Collins.
- Managed video content strategy for social media during major tournaments (Wimbledon, US Open, French Open, Australian Open), delivering timely and engaging content for Facebook and Twitter.
- Produced and edited digital content for Tennis Channel's official website, optimizing media for cross-platform consumption and expanding audience engagement during live events.
- Collaborated with production teams under fast-paced, live-event conditions to deliver high-quality, on-brand media across digital and broadcast channels.

2010 - 2018

NFL NETWORK

Video Producer + Editor

- Produced and edited high-impact content for NFL Network, including game opens, commercials, special features, interviews, and highlights for on-air programs and live events.
- Led post production of opening sequences for major broadcasts such as Thursday Night Football, the NFL Combine, NFL Playoffs, and the Super Bowl in collaboration with producers and executives.
- Developed and produced custom content with on-air talent, handling scripting, narration writing, VO session supervision, sound mixing, color correction, and GFX design to ensure polished, broadcast-ready deliverables.
- Delivered end-to-end creative execution, balancing editorial vision with brand objectives under tight deadlines in a fast-paced live sports environment.
- **Award:** 2009 Sports Emmy Award Nomination – Outstanding Open/Tease for “Pilobolus.”

2007 - 2011

TOOL OF NORTH AMERICA

Post Production & Vault Manager

- Oversaw media asset management for commercial production house, organizing raw footage and final deliverables to streamline production workflows.
- Produced and edited directors' reels for DVD distribution and web presentation, aligning content with marketing and client acquisition goals.
- Coordinated casting sessions, including on-site shooting, editing, and delivery to clients and creative teams.
- Liaised with post-production houses to secure final cuts and ensure timely delivery of commercial assets.
- Maintained and updated the company website and online commercial database, ensuring accurate, up-to-date representation of the company's portfolio.

2005 - 2007

EDUCATION	SKILLS
Pepperdine University – Malibu, CA Bachelor of Arts in Television Production & Sociology (2004) • Honors: Best Overall Performance in Television Production • Scholarships: Pepperdine Distinguished Broadcasting Scholarship (2000–2004) Pepperdine Alumni Scholarship (2000–2004) Seaver College Endowed Scholarship (2000–2004)	Pre-Production: Content Ideation/Development, Scripting, Casting, Staffing, Budgeting/Scheduling Production: Shoot Direction, Crew Management, Talent Direction, Podcasts, Social Media Strategy/Management Post-Production: Adobe Premiere, Adobe After Effects, AVID, Final Cut Studio, Adobe Photoshop, Color-Correction, Sound Design/Mixing A.I. + Emerging Media: Google Veo 3, Midjourney, ChatGPT, Gemini, MSN Copilot, Grok, Claude, Adobe Firefly, Canva, ElevenLabs