

CHRIS BARRIERE

CONTACT

PHONE

802-733-7979

EMAIL

chris.m.barriere@gmail.com

WEB PORTFOLIO

www.chrisbarriere.com

SKILLS

- Content Strategy
- Creative Storytelling
- Fan Experience
- Media Production
- Team Leadership
- Cross-Functional Collaboration
- Budget Management
- Audience Research
- Brand Messaging
- Revenue Generation

TECHNICAL

- Adobe Creative Suites
- Cinematography
- Still Photography
- AVID
- Final Cut Pro
- Microsoft Office

EDUCATION

Ithaca College

Sport Media, Journalism (B.S)
Magna Cum Laude

PROFILE

Award-winning marketing leader with 15+ years of experience driving creative content in sports media and production. Proven ability to lead storytelling across broadcast, in-game presentation and digital channels while fostering a collaborative work culture. Passionate about innovative production that deepens fan engagement and the game experience.

EXPERIENCE

MINNESOTA WILD (2019-present)

St. Paul, MN

2023-Present **Senior Director of Brand Marketing and Content**

- Oversee all digital content, in-game presentation, broadcast features and original programming
- Scaled marketing team with 67% growth in head count over 5 years
- Increased social engagement 58% and impressions 49% year over year in 2026 with content strategy shift
- Led milestone on-ice ceremony that gained 7.3M impressions
- Strategically optimized a corporate sponsored series that saw a 339% growth in engagements and 228% growth in impressions

2021-2023 **Senior Manager of Video Production**

- Led Emmy award-winning video team (25 nominations in 4 years)
- Executive produced brand spot campaign that gained 2.6M digital impressions and 426% engagement above average
- Produced over 50 long-form episodes of content totaling over 2000 minutes of original storytelling
- Established digital asset management process for all media workflow optimization

2019 - 2021 **Video Producer**

- Lead producer on all long-form documentary content and corporate partnership fulfillments
- Created award-winning documentary on history of women's hockey in Minnesota
- Led day-to-day content coverage of team on social platforms

AWARDS

2025 Regional Emmy
Documentary - Topical
Dream State: Shakopee

2024 Regional Emmy
Documentary - Topical
Dream State: Warroad

2022 Regional Emmy
Sports Promotion
Winter Classic Promo

2021 Regional Emmy
Sports One-Time Special
Bringing Hockey Home

2020 Regional Emmy
Sports Program
Homegrown

EXPERIENCE

NBC26

Green Bay, WI

2017-2019

Sports Anchor and Reporter

- Covered Green Bay Packers on a daily beat
- Nominated for WI Broadcasters Association Best Sportscast
- Created, produced, and hosted weekly 15-minute sports show
- Expanded hyper-local sports coverage to increase viewership

KTTC-TV

Rochester, MN

2015-2017

Sports Anchor and Reporter

- Anchored and produced daily sportscast for EMMY-nominated and top-rated news station in Rochester, Minnesota
- Created, produced, and hosted weekly 15-minute sports show
- Expanded hyper-local sports coverage to increase viewership

NBC SPORTS GROUP

Stamford, CT

2013-2015

Production Associate

- Worked on features and shoulder programming for NHL on NBC and NBC Olympic
- Helped launch new weekly docuseries, *NHL Rivals*
- Produces segments and teases for *Wednesday Night Rivalry*
- Traveled to NHL cities as on-site producer for feature shoots

NEW JERSEY DEVILS

Newark, NJ

2011-2013

Video Editor

- Lead video editor for team during 2011 Stanley Cup Final
- Concepted and edited main in-arena open video
- Crafted and produced weekly web series show
- Produced two retirement ceremony videos for in-arena and TV

BOSTON RED SOX

Boston, MA

2010-2011

Videographer/Editor

- Filmed and edited content for Fenway Park videoboard and maintained Green Monster standings
- Promoted from Production Assistant to Editor/Videographer
- Operated VTR and Click Effects machines during home games
- Logged and managed footage for Red Sox MAM