

CHRIS BARRIERE

CREATIVE & PRODUCTION LEADER

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ABOUT

Award-winning creative leader with 16 years of experience driving innovative content in sports media and production. Proven ability to lead content strategy across broadcast, game presentation, original programming and digital channels for the Minnesota Wild, rising from Producer to Senior Director in four years. Passionate about building high-performing teams and turning fan insights into storytelling that deepens fan engagement and elevates the game experience.

SKILLS

- Creative Strategy & Storytelling
- Team Leadership
- Brand Strategy
- Game Presentation
- Digital & Social Content
- Original Programming
- Broadcast Development
- Content Monetization
- Media Production
- Cross-Functional Collaboration
- Budget Management
- Branded Content
- Fan Insights

TECHNICAL SKILLS

- Adobe Creative Cloud
- Cinematography & Photography
- CatDV
- Daktronics
- EVS Replay
- Sprout Social
- Emplifi
- Frame.io
- Wrike

EXPERIENCE

Minnesota Wild

Senior Director, Brand Marketing & Content | 2023 – Present

Lead a 30-person content, creative and production team through 3 directors and 6 managers across brand, social media, game presentation and experiential marketing

- Own a \$12.3M operating budget to support brand, digital, game presentation, experiential and original programming
- Scaled creative, game presentation and digital content team with 67% growth in headcount over 3-year span
- Present strategy and results to the C-suite on a monthly basis
- Led jersey launch campaign that generated more than \$2M in retail sales
- Used audience data to lead a content strategy shift that increased social engagement 58% year over year in the 2025–2026 season
- Strategically optimized corporate-sponsored series that saw a 228% growth in impressions
- Produced the Jared Spurgeon 1,000th Game on-ice ceremony with hockey operations, communications and partnerships teams, achieving 7.3M earned impressions

Senior Manager, Video Production | 2021 – 2023

Built and led the Emmy award-winning video team (34 nominations since 2021) that produced over 50 long-form episodes of content totaling over 2,000 minutes of original programming annually

- Promoted and developed 5 video team members including current Senior Manager of Video Production
- Executive produced the brand campaign "Not Weird. Wild." that earned 426% engagement above average on social channels from 2021–2025
- Established asset management system for all media workflow optimization across broadcast, digital and game presentation

Video Producer | 2019 – 2021

Served as lead producer on all long-form original programming and corporate partnership fulfillment projects

- Created award-winning documentary on history of women's hockey in Minnesota
- Led day-to-day content coverage of team on social platforms

EDUCATION

Ithaca College

Sport Media, Journalism
2007 – 2011
magna cum laude

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

Sports Anchor & Reporter | 2017 – 2019

Served as lead sports anchor for weekend newscast and Sunday sports recap show while covering Green Bay Packers on daily beat as reporter

- 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

Sports Anchor & Reporter | 2015 – 2017

Covered Vikings football as sports journalist for Emmy-nominated and top-rated news station in Rochester, Minnesota

- Produced the most socially engaged sports feature in station history
- Co-anchored top-rated Friday night high school football program
- Expanded sports feature coverage with weekly Athlete of the Week

NBC Sports Group

Production Associate | 2013 – 2015

Helped launch original programming series that supported extended viewership of NHL on NBC including NHL Rivals and Wednesday Night Rivalry

- Produced segments and teases for NHL original programming
- Served as post-production tease producer for Sunday Night Football
- Coordinated live productions on site for NHL and NFL features

New Jersey Devils

Video Editor | 2011 – 2013

Worked as lead video editor for all game presentation during 2012 Stanley Cup Final

- Concepted and edited in-arena open video
- Crafted and produced weekly web series
- Produced two retirement ceremony videos for in-arena and broadcast

Boston Red Sox

Videographer & Editor | 2010 – 2011

Filmed and edited content for game presentation and broadcast

- Promoted from Production Assistant to Videographer & Editor
- Operated VTR and Click Effects machines during home games
- Logged and managed footage for Red Sox MAM