

Bobby Kesselman

Content Creator | Creative Director | Voice Actor

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SUMMARY

Creative and strategic content creator with over 20 years of experience producing and editing more than 10,000 hours of traditional and digital content for major networks, nonprofits and brands. Proven ability to craft compelling narratives across sports, entertainment, healthcare, and advocacy, with a track record of generating high-impact, SEO-optimized content that boosts engagement and drives visibility.

PRODUCER & EDITOR

Fox Sports / FS1 / FS2

Los Angeles, CA | 1996–2020

- Produced over 10,000 hours of sports content reaching over 90M households.
- Delivered daily highlights, breaking news, and live event coverage to over 120 Fox Sports affiliates nationwide including the Super Bowl, World Series, NBA Finals and more.
- Collaborated with producers, talent and creative teams to craft compelling narratives.
- Editor for original FS1 Shows; *The Herd*, *Undisputed*, *First Things First*, *College Football Saturday* and *Best Damn Sports Show Period*.

FREELANCE CONTENT CREATOR

Producer, Writer, Editor

2007–Present

Strategic creative partner to brands, athletes and entertainment platforms—developing high-impact, SEO-optimized content that drives measurable reach, boosts engagement and enhances brand visibility across broadcast, digital and social media. Skilled in using performance metrics and audience analytics to refine content strategy and maximize ROI.

Clients: *Purposeful Pup*, *DeSean Jackson*, *The Rich Eisen Show*, *Fight Circus*, *Shefayoga*

CREATIVE DIRECTOR

Hope Always Foundation

Los Angeles & Chicago | 2024–Present

- Designed and gift *Warrior Tablets*, a secure, remotely managed tablet free from Google, YouTube, social media and ads.
- Built *Warrior Channel*, a private streaming service with over 100 licensed classic and contemporary films and TV shows featuring relaxation content designed specifically to ease fear and anxiety before and after surgery.
- Created impactful fundraising events, engaged local communities, secured media campaigns and fostered strong relationships with donors, corporations and media contacts.

VOICE ACTOR

2004–Present

Skilled in voice matching, sound effects and multi-character performances across animated TV and digital content. Featured voice actor in over 700 episodes of television across iconic animated series including: *Family Guy*, *American Dad*, *The Cleveland Show*, *Invincible* (Amazon Prime), *How I Met Your Mother*, *Bojack Horseman*, *US Air Force*, *History Channel*.

EDUCATION

DePaul University - Chicago, IL B.A. Communication & Sociology

Studied: UCLA: Adobe Premiere Pro, USC: Filmmaking & Production, Northwestern University: Radio/TV/Film, The Second City (Chicago and LA): Improv

TOOLS & TECH

Final Cut Pro, Adobe Creative Suite, Avid, Premiere Pro, Apple Pages, Excel, PowerPoint, Zeffy Fundraising Platform

<https://www.linkedin.com/in/bobby-kesselman-52492412/>