

MATT BLAINE

Executive Producer, Creative

917-363-3552 ▪ matt.a.blaine@gmail.com ▪ [LinkedIn](#) ▪ www.mattblaine.com

SUMMARY

Two-time Emmy-winning Creative Executive Producer with two decades of experience leading multi-million dollar unscripted television productions. Recognized for transforming creative visions into tangible results and building high-performing teams in demanding, fast-paced environments. **Seeking a senior creative role where I can merge storytelling expertise and brand strategy to produce content that inspires emotional connection and drives measurable growth.**

SKILLS

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|----------------------|-------------------------|-------------------------|-------------------------|
| • Campaign Strategy | • Budget Management | • Stakeholder Relations | • Content Development |
| • Brand Storytelling | • Scheduling & Workflow | • Executive Alignment | • Multi-Cam Direction |
| • Talent Direction | • Vendor Oversight | • Team Management | • End-to-End Production |

PROFESSIONAL EXPERIENCE

Creative Executive | Freelance

September 2021 – Present

- High-level executive responsible for all creative and logistical aspects for multiple unscripted television projects on *HGTV*.
- Manage project budgets ranging from \$2.5M-\$5M and optimize resource allocation across diverse initiatives.
- Recruit, lead, and manage project teams of 50 individuals, including six department heads.
- Orchestrate the creative vision and tone for projects by guiding them from initial concept through final delivery.
- Develop and execute comprehensive action plans to ensure ambitious objectives are met on time and within budget.
- Oversee talent management development including high-profile on-camera personalities and new talent.
- Cultivate strong client relationships and partnerships to ensure alignment with strategic objectives.
- Successfully lead projects onsite and remotely demonstrating adaptability in diverse operational environments.
- Contribute to 30+ hours of HGTV programming including hit series such as *No Demo Reno* and *Izzy Does It*.

VP of Current Programming | Ample Entertainment

September 2019 – August 2021

- Provided creative and managerial leadership for premium content clients such *History* and *Discovery+*.
- Managed daily oversight for multiple projects with budgets ranging from \$2.1M-3.15M.
- Facilitated weekly meetings with the CEO and C-suite executives to ensure transparent communication and alignment.
- Directed the creation and execution of promotional content, enhancing project visibility and engagement.
- Led a 25-person international team on a three-month project in The Philippines.
- Managed stakeholder relationships with foreign liaisons and government officials for international projects.
- Directed research initiatives which included sourcing rare archival footage, securing experts, and locating historical documentation.
- Served as the head writer for a six-hour *History* programming project.
- Key projects included *Lost Gold of WWII* (History) and *Life Under Renovation* (Discovery+).

Creative Executive | Freelance

September 2012 – September 2019

- Directed all creative and logistical aspects for numerous unscripted television projects, managing budgets from \$2M-\$5.6M.
- Managed cross-functional teams ranging from 20-60 individuals, including 4-6 department heads.
- Executed international projects across 10+ countries in Europe, Africa, and Central America.
- **Nominated for an Emmy award** for “Outstanding Serialized Sports Documentary” for *Friday Night Tykes: Steel Country*.
- Developed strategic action plans to consistently deliver projects on schedule and within budget.
- Collaborated with numerous clients including A&E, Red Bull TV, Esquire, BBC America, and Nat Geo Wild.
- Produced 50+ hours of programming across multiple networks and streaming platforms.

Chief Executive Officer | Crosstown Media

May 2008 – September 2012

- Served as President & CEO of a content creation company with 10-15 employees, overseeing all business operations.
- **Won an Emmy award** for “Outstanding Special Class Series” for *MTV’s True Life*.
- Produced a feature film that premiered at the Tribeca Film Festival in 2010.
- Managed international projects in eight different countries across the Middle East, Southeast Asia, and Central America.

Supervising Producer/Director | Freelance

January 2006 – April 2008

- Produced and directed acclaimed television projects, creating comprehensive outlines and daily production schedules.
- **Won an Emmy award** for “Outstanding Reality Program” for *Kathy Griffin: My Life on the D-List*.
- Managed field crews of 12-18 individuals.
- Directed celebrity talent and supervised the creative editing process in post-production.
- Key projects included *Wife Swap* (ABC), *True Life* (MTV), and *My Life on the D-List* (Bravo).

Producer/Director | MTV Networks

August 2001 – December 2005

- Spearheaded a variety of projects and guided small teams to achieve creative vision and tone.
- Directed celebrity talent on-camera and managed independent field production (camera and audio).
- Oversaw creative editing in post-production.
- Key projects included *Dismissed*, *Made*, and *True Life*.

EDUCATION	
UCLA, Bachelor’s Degree	2000
Los Angeles Pierce College, Associates Degree	1999