

# AARON GOEGLEIN

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## SUMMARY

Highly accomplished **Video Production professional** with **25+ years of experience** overseeing video and audio content production for major brands including **Klaviyo, NESN, FOX, ABC, and ESPN**. Expert in full-cycle project management, including leading cross-functional teams from ideation to distribution. Proven ability to create high-quality, engaging video and audio that aligns with brand goals and drives business growth. **National Emmy Award winner** for Best Sports Remote Production.

## CORE COMPETENCIES

**PRODUCTION & TECHNICAL:** Video & Audio Production | Broadcast/Live Audio Mixing | Adobe Creative Cloud

**STRATEGY & MANAGEMENT:** Project & Stakeholder Mgmt | Creative Content Strategy | Budgeting & Planning

**LEADERSHIP & CREATIVE:** Cross-Functional Collaboration | Team Leadership & Mentoring | Storytelling & Creative Direction

## PROFESSIONAL EXPERIENCE

**SENIOR VIDEO PRODUCER** (Promoted 2022) | VIDEO PRODUCER (2018–2022)

Klaviyo | Boston, MA, Remote (2018 – Present)

- **Strategically lead and execute** the production of **high-quality customer education video and audio content** for Klaviyo and its customers for 7 years, from startup to public company, directly contributing to business growth and brand alignment.
- Manage the end-to-end project life cycle for video and audio content, from **ideation** and **storyboarding** through **filming, editing**, and collaborating on distribution plans.
- Creatively develop and deliver impactful **short and long-form video and audio content** (social, customer education, marketing), effectively translating concepts into engaging content.
- Partner closely with **Content Strategists** and the **Creative Team** to produce high-quality projects that **entertain and educate** the audience while upholding the Klaviyo brand.
- Own the process for measuring and reporting on **data-led content performance** to optimize future video and audio strategy.

**SENIOR AUDIO ENGINEER**

New England Sports Network (NESN) | Watertown, MA (2008 – 2018)

- **Mixed live audio for broadcast** of Boston Bruins and Red Sox pre- and post-game shows, including all NESN studio shows.

- Ensured the **highest quality audio** for broadcasts, recording and editing live voice and effects for **Emmy-winning productions**.
- Co-created, built, and implemented a **remote audio rig** for live sports television production, which proved extremely effective for a high-profile success.
- Provided **leadership, training, and mentoring** to junior audio engineers, production associates, and studio technicians on audio engineering best practices.
- Led project plans and strategies to support NESN's long-term operations goals, including managing scheduling, **budgeting**, and capital purchase plans for audio server and digital mixing console implementation.

#### VIDEOGRAPHER, PRODUCER, AND EDITOR

Baypath Humane Society | Hopkinton, MA (2017 – 2018)

- Conceptualize, produce, and edit **promotional and PSA videos** for Baypath's video outreach to promote their various programs.
- Fulfill all roles, including **videography** (using handheld/gimbal-assisted camera in documentary/interview style), producing, and editing.
- Deliver final product in multiple formats and lengths for various social media outlets.

#### VIDEOGRAPHER, PRODUCER, AND EDITOR

Audacious Traveler | Arlington, MA (2016 – 2018)

- Oversee **end-to-end production operations**, including international shoots, to create highly engaging, high-quality travel videos.
- Lead project management for the startup, including planning **logistics, scripting, shooting, and editing** all projects.
- Drove engagement by managing the brand's **YouTube channel** and all other social media outlets.

### ADDITIONAL EXPERIENCE & HIGHLIGHTS

- Awards:** Won a **National Emmy Award** (1998) for Best Sports Remote Production. NESN MVP of the Quarter, Q3 2017. Regional Emmy Nominee for Best Audio, New England.
- KPTV – FOX 12 (1999–2007, Audio Engineer):** Played a key role in the successful **design of a new audio booth** and installation of a Euphonix Max Air audio console.
- KGO – ABC 7 (2007–2008, Graphics Operator):** Designed and created graphics for sports news broadcasts using **Photoshop** and operated **VizRT graphics engine**.
- ESPN – X GAMES (1998 & 1999, Audio Assistant):** Operated parabolic and shotgun microphones; set up and maintained audio equipment.
- Software Expertise:** Adobe Creative Cloud (Premiere Pro, Audition, After Effects), Avid Pro Tools, iZotope RX 6 Advanced, Final Cut Pro, VizRT Graphics Engine.

### EDUCATION

UNIVERSITY OF ARIZONA | Bachelor of Arts (BA) in Media Arts, Minor in Spanish