DON NEWKIRK JR.

DIRECTOR / CINEMATOGRAPHER / VIDEO EDITOR / CONTENT CREATOR

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PROFESSIONAL SUMMARY

Director, cinematographer, and editor making social, commercial, and documentary work for brands like Ford, Cadillac F1 Team, McDonald's, Starbucks, Prudential, TYLENOL, and more. Hands-on from pitch deck to final cut, with work that has drawn **70M+ views**, including launch content for Cadillac F1 Team (**760M campaign impressions**), and productions up to **$1M**. Agency experience at Wieden+Kennedy, Ogilvy, and Translation; series and documentaries for Boardroom (Apple TV), the Financial Times, and ESPN. **Three Gold Telly Awards** and a **2023 Webby nomination**.

SKILLS

Directing: Commercial, branded, social, and documentary work. Directs talent, athletes, executives, and real people on camera, leads interviews, and runs sets from solo run-and-gun shoots to large multi-camera crews and live events.

Cinematography & Videography: Camera, lighting, and sound on cinema, mirrorless, and pocket cameras (Sony FX6, FX3, FX2, Blackmagic, DJI Osmo Pocket, Insta360, iPhone) with gimbals and anamorphic lenses; vertical-first for social.

Editing & Post-Production: Story editing from 15-second spots to long-form documentaries in Premiere Pro, After Effects, DaVinci Resolve, and Final Cut Pro, plus color, sound, motion graphics, cutdowns, Photoshop, and Frame.io.

Social & Content Strategy: Platform-native concepts and repeatable series for Instagram Reels, TikTok, YouTube and Shorts, LinkedIn, and podcasts, with repurposing planned into the shoot and performance data guiding what's next.

Creative & Production Leadership: Concepts, treatments, scripts, storyboards, shot lists, and pitch decks presented to clients; photo shoot art direction; budgets, bids, and crew hiring; AI tools for concept frames.

PROFESSIONAL EXPERIENCE

OGILVY New York, NY — Aug 2026 – Nov 2026

Senior Content Creator (Full-Time Contract)

- Concept, pitch, and produce always-on and paid social for four brands across **Kenvue (TYLENOL, Pepcid)** and **SC Johnson (Raid, STEM)**.
- Present ideas in creative decks and client reviews with creative directors, copywriters, strategists, and producers, then direct, shoot, and edit the approved work.
- Deliver Reels, motion posts, carousels, and paid social on an always-on cadence with daily creative reviews.
- Build work for regulated OTC health brands inside approved claims, brand mandatories, and legal review, including **TYLENOL Cold + Flu** paid social running October through December.

TRANSLATION New York, NY — Dec 2025 – Feb 2026

Senior Content Director, Video (Contract)

- Directed and edited **"Behind the Launch,"** the documentary on Cadillac Formula 1 Team's first livery reveal and Super Bowl spot, interviewing team owner Dan Towriss and the spot's director, Sam Pilling (**1M+ views**).
- Made the launch reels for @cadillacf1, which drew **26.8M+ Instagram views**; the helmet reveal alone reached 13.1M.
- Worked the Super Bowl commercial set in the California desert, capturing BTS and social for a launch that reported **40M views**, 6M engagements, and 250K+ new followers.

WIEDEN+KENNEDY New York, NY — **Jun 2023 – Nov 2025**

Senior Director, Video + Content Production

- Came up with, pitched, and directed **"Assembly to Asphalt,"** a 3-part Mustang GTD series six months in development, from Ford's Flat Rock plant to the owner's driveway in Omaha. Led three location units on a roughly $60K budget, shot the social cuts, and oversaw the edit: **2.6M+ views** and 125K+ likes and reactions.
- Originated, directed, and edited Ford's Black History Month film on **Emeline King**, its first Black female transportation designer, plus the photo shoot: the **most-shared video on @fordmustang** (314K views).
- Directed, shot, and edited **McDonald's All American Games** social three years running (rehired for 2026 as a freelancer): practice access, player interviews, body-cam POVs, and the after-movie.
- Created always-on social for @Ford, @FordMustang, and @FordBronco; directed "Welcome to the Club" shorts.
- Hired and directed DPs, editors, and post vendors; wrote treatments and scripts and presented work to clients.

BOARDROOM New York, NY — **Feb 2021 – Jun 2023**

Senior Creative Video Director & Producer

- Concepted and directed a 25-episode **Boardroom x FanDuel TV** social series that pulled **40M+ views**.
- Directed and post-produced **"Beyond the Pitch,"** a four-part Boardroom x MLS docuseries on **Apple TV** following Sebastian Lletget, Kellyn Acosta, DeAndre Yedlin, and Alejandro Bedoya.
- Directed, produced, and edited **"Team Durant: Nike EYBL All Access,"** with access to players, coaches, and families through Peach Jam; a **2023 Webby** nominee for Best Sports Video alongside NFL Media and Omaha Productions.
- Led staff and freelance crews on branded series, podcasts, and Dreamville festival coverage.

FINANCIAL TIMES New York, NY — **Sep 2015 – Feb 2021**

Video Producer / Director

- Pitched, produced, directed, shot, and edited documentaries including **"The $2bn Sneaker Resale Market"** and **"How Streaming Is Changing the Music Business,"** winners of **three Gold Telly Awards** in 2020 and 2021.
- Managed the FT's YouTube strategy and channel presence with a focus on analytics and audience growth.
- Directed live-streamed multi-camera studio shows and ran the studio, gear, budgets, and freelance crews.
- Interviewed executives, founders, artists, and experts for character-driven films on finance, music, and culture.

TIME INC. STUDIOS New York, NY — **Mar 2014 – Aug 2015**

Associate Producer

- Produced and edited video for SI Now, People Now, Entertainment Weekly, InStyle, and other Time Inc. titles.
- Ran camera, lighting, audio, and technical directing on live studio programs; built animated lower-thirds.

CBS SPORTS NETWORK New York, NY — **Jan 2013 – Feb 2014**

Broadcast Associate Producer

- Produced and edited video for national sports programming, from studio segments to game coverage.

ESPN Bristol, CT — **Aug 2010 – Dec 2012**

Broadcast Production Assistant

- Produced and edited highlight packages, teases, melts, and b-roll for national NCAA, NBA, and X Games telecasts.
- Traveled with game crews as a graphics producer, coordinating on-air graphics in real time during live telecasts.
- Researched players, matchups, and storylines and scripted them with producers for on-air talent.

FREELANCE

- **Prudential "Own Your Game" | Sep 2026:** directed eight vertical social concepts with Spurs guard Dylan Harper in a four-hour talent window, leading a two-camera Sony FX6 crew with DP, AC, gaffer, sound, and photo team.
- **Life With Lucid (via Revery) | Jun 2026:** social content director on the Lucid Gravity campaign; filmed and cut 4:5 social films with Michelin-starred chef Brandon Jew and pro rider Jaxson Riddle.
- **Roots Picnic | May 2026:** shot and edited festival coverage and recaps as part of the official media team.
- **VP Racing Fuels | Apr 2026:** directed three 15-second social spots (via Conscious Minds Studios).
- **Starbucks | Mar 2026:** directed, shot, and cut four first-person SEPHORiA videos and the carousel photos for Starbucks x Sephora; directed and edited the Starbucks x Hannah Montana spot (Conscious Minds Studios).

EDUCATION

UNIVERSITY AT BUFFALO Bachelor of Fine Arts, Media Study (Filmmaking & Video Production) — **2010**