

Robby Roberts

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Professional Experience:

Red Forge Productions (Producer/Director/Writer/Editor) 2004-Present:

Manage all production-related services, including but not limited to production scheduling, budgeting, crew acquisition/management, and maintaining a strict production timeline/delivery schedule, all while preserving the creative visions of my regional and national clients. These diverse clients included advertising agencies, the Military, educational institutions, general industry, aviation, and entertainment companies.

Last Fan Standing w/Bruce Campbell (Producer/Editor/Dir. of Game Ops) 2015-2023:

I produced and oversaw the technical operations of this live-touring, experiential comedy game show. I also produced/directed, and edited additional video content (Adobe Creative Suite), such as full digitally tiered broadcast episodes, sizzle reels, and marketing inventory across various platforms, supporting this internationally touring entertainment show. I also provided house announcements for the touring show.

FOX Sports Sun (Project Manager for Studio integration) 2003-2004:

Specified, managed, and tested the integration of Fox Sports Sun's relocation into Universal Studios Florida, including the integration of studio production resources, the establishment of a post-production department with emphasis on workflow strategies, and many other broadcast production aspects necessary in support of both live and evergreen programming.

Nickelodeon Studios (Project Manager/On-line Editor) 2001-2004:

Repurposed and reformatted nearly 100% of Nickelodeon's on-air brands for broadcast. I also performed various online finishing projects for multiple VIACOM network properties, including GAS (Games and Sports), SPIKE TV (Paramount Network), and MTV.

As Project Manager, I was brought in to supervise and manage special projects, such as live experiential events and broadcast field acquisition, supporting Nickelodeon Studios Florida.

The Golf Channel (Post Production Supervisor/Senior Editor) 1994-2001:

I managed the day-to-day technical operations of The Golf Channel's post-production department. I supervised all post-production workflow elements, including technical resource allocation, production workflow scheduling, and supervision of editing staff. My ability to quickly identify, troubleshoot, and correct technical/operational issues was crucial in operating this 24/7 broadcast network.

As Remote Technical Manager, I was responsible for the technical aspects of TGC's remote field operations, which were designed to support live coverage of golf's major events (PGA Championship, US Open, etc.)

Other Freelance Employment:

RDV Sports/Orlando Magic – Prepared in-game interstitials and prepackaged broadcast elements in support of the NBA's Orlando Magic Basketball Team.

EA/Tiburon – Provided voice-over and Motion Capture talent for "Madden & "NCAA" Videogame nameplates.

University of Alabama – Adjunct Professor in the Department of Communication Studies.

Education:

Bachelor of Arts in Communications, University of Alabama, 1984