

CHRISTOPHER HEBERT

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Creative leader with over 10 years of experience shaping content strategies through video and social media. Proven track record of producing high-level content for enterprise-level clients across B2B. Expert in video production, team leadership, and using data to drive creative decisions. Passionate about mentoring talent, elevating storytelling, and driving business outcomes through high quality content.

EXPERIENCE

March 2024 - Present

Senior Video Director & Editor | Foundry | Needham, MA

- Led production of the interview series DEMO, helping drive \$1M+ in revenue through branded editorial sponsorships.
- Provide creative leadership and vision across all branded and original video content for Foundry's B2B platforms.
- Collaborate with marketing, design, and sales teams to develop video-first strategies aligned with business goals.
- Lead the strategic redesign and rollout of Foundry's YouTube channels, increasing engagement and subscriber growth.
- Direct internal and external teams across a full production lifecycle—from ideation to final delivery.
- Mentor junior creatives, elevating the team's creative output and storytelling consistency.

December 2017 – March 2024

Video Director & Editor | Foundry | Needham, MA

- Developed and executed integrated video campaigns for major clients such as Intel, IBM, and Microsoft.
- Acted as creative lead on client-facing branded content projects, balancing business objectives with compelling storytelling.
- Partnered with social media, graphics, and editorial teams to ensure cohesive brand messaging across platforms.
- Led YouTube performance strategy and reporting, helping sales identify monetization and sponsorship opportunities.
- Oversaw vendor relationships, managed timelines, and ensured high-quality production across all deliverables.

September 2015 – December 2017

Videographer & Editor | IDG | Framingham, MA

- Produced short- and long-form content for high-profile trade shows and events (CES, E3, AWS).
- Directed talent and production crews to deliver content under tight deadlines with high creative standards.
- Collaborated with stakeholders across multiple brands to deliver content tailored for diverse audiences.

April 2014 – September 2015

Videographer & Editor | Pagano Media | Worcester, MA

- Led client communications and creative development for video projects from pre- to post-production.
- Delivered high-quality visual storytelling with motion graphics, animation, and live-action footage.
- Adapted creative concepts to meet client objectives on compressed timelines.

EDUCATION

2009 - 2013

Bachelor of Science, Communications/Media | Fitchburg State University

PERSONAL PROJECTS & HOBBIES

- Conceptualized and produced *Art Origins*, a mini-documentary series spotlighting the personal journeys of creative individuals and the origins of their artistic passions.
- Freelance Director and Director of Photography – Collaborate directly with clients to develop and execute creative visions from concept through production.

SKILLS

Creative Strategy | Brand Storytelling | Production Management | Art & Copy Direction
| Video Production | Team Leadership | Cross-Functional Collaboration | Client Pitches
| Studio Production and Equipment | YouTube Strategy | Social Content | Postproduction Supervisor

TOOLS & PLATFORMS

Adobe Creative Suite · Cinema Cameras (Canon/Sony) · Milanote · YouTube Studio ·
Power Point · OBS · Live Stream · Broadcast Switcher · VMix · Megaphone · WordPress · CMS ·
Professional lighting & Grip · Restream · Keynote · Monday.com