

NICHOLAS SMITH

Emmy-Winning Multimedia Producer & Digital Architect | Content & Audience Strategy

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PROFILE

Emmy-winning multimedia producer and digital architect with 8+ years turning complex, niche, and technical topics into moments everyone can follow across YouTube, social, livestream, and broadcast. Most recently Head of Content at Major League Table Tennis. Brings one repeatable framework to brands, companies, leagues, creators, campaigns, and offices: capture attention where standard brands can't go and put the story in front of audiences who would never go looking for it. Three-time Sports Emmy Award winner, Army veteran, and people leader who has managed teams of up to 50.

SELECTED IMPACT

3× Sports Emmy Award winner (2021, 2022, 2023) • 1B+ impressions • 20M+ followers and subscribers added (career totals across YouTube, TikTok, Instagram, X, Facebook, Threads, and Bluesky) • 1.35M YouTube subscribers in 12 months • 500% YoY social growth at GG Poker • \$2.75M live tour budget • \$1.3M HP × PC Gamer activation

CORE SKILLS

Content & Social Strategy • YouTube & Livestream Programming • Audience Development & Analytics • Creator & Talent Partnerships • Live Event Coverage • Branded & Sponsored Content • Team Leadership • Budget & Vendor Management • Executive & Stakeholder Relations • Crisis Communications • Adobe Creative Suite • Canon Camera Systems

PROFESSIONAL EXPERIENCE

Head of Content

07/2026 – 10/2026

Major League Table Tennis (MLTT)

- Led content strategy for a professional table tennis league across YouTube, social, livestream, and broadcast.
- Oversaw the Season 4 YouTube livestream slate of 90 live match streams across 15 event weekends, including packaging, monetization settings, and replay publishing.
- Built weekly stream performance reporting for leadership covering peak and average concurrent viewers, watch time, subscriber growth, and chat engagement.
- Programmed YouTube Shorts and full-match highlight releases on a set publishing cadence.
- Partnered with the league's broadcast production company on graphics, media day workflows, and photo and video delivery specs; managed creative requests for international streaming partners.
- Developed the league's creator growth plan with senior leadership; sourced and evaluated freelance videographers.

Contract Senior Producer

09/2025 – 06/2026

All the Smoke Productions | Los Angeles, CA

- Led production across original programming, including *Art of Ward*, *Hall of Game*, *Deep Fried*, *Unplugged*, and *All the Smoke*.
- Directed and produced the Terence Crawford exclusive for *The Art of Ward* on *All the Smoke Fight*, including the episode's cold open.
- Directed creative execution from pre-production through post-production and publishing with directors, writers, editors, and animators.
- Led social and YouTube growth strategy for original shows.
- Negotiated vendor contracts and oversaw production services, schedules, and deliverables.

Head of Social Media (Contract)

01/2026 – 05/2026

GG Poker | New York, NY

- Grew every social platform, including YouTube, 500% year over year.
- Produced GGMillions, the largest dedicated weekly poker livestream, and served as producer on the new Online Poker Millionaires series.
- Produced short- and long-form content for the World Series of Poker across social and livestream, including on location at WSOP Europe 2026 in Prague.
- Managed paid and organic campaigns; created serialized programming that attracted sponsorship deals.

Director, Social Strategy

01/2025 – 2026

Future plc | New York, NY

- Led social video strategy for branded content across Future's gaming and technology brands, including PC Gamer, TechRadar, Tom's Guide, Windows Central, and GamesRadar+.
- Produced branded and editorial series including Tom's Guide's *Data Breach 101* and TechRadar's *AI Planned It*, plus partner campaigns with Microsoft, 2K, and The Home Depot; directed and produced Tom's Guide's Home Depot *Haul* videos.
- Ran the \$1.3M HP × PC Gamer partnership activation at Summer Game Fest.
- Aligned marketing, creative, editorial, and business goals across cross-functional branded-content initiatives.
- Partnered with branded content, marketing, and creative teams on photo, long-form video, and livestream shoots.
- Wrote platform-native copy and sourced imagery for sales, marketing, and affiliate initiatives; turned campaign data into recommendations.

Vice President, Social

09/2023 – 01/2025

Misfits Gaming | Boca Raton, FL

- Launched Pixel Playground, a YouTube channel with Karl Jacobs and KreekCraft that reached 1.35M subscribers in 12 months and was recognized by Forbes 30 Under 30 as an innovative launch.
- Oversaw a \$2.75M budget and logistics for Pixel Playground Live, a three-city live tour with 5+ marquee sponsors and 20+ creators.
- Managed relationships with creators, executives, sponsors, and cross-functional teams; owned weekly through annual growth KPIs.
- Grew TikTok 83%, X/Twitter 27%, and Instagram 18% year over year.

Social Media Producer / Media Manager

11/2022 – 08/2023

CBS Sports / 247Sports | New York, NY

- Helped grow Josh Pate's College Football Show on YouTube from 145K to 275K subscribers in about eight months.
- Produced sports-and-culture content for tentpole events with designers, animators, and videographers.
- Grew Instagram 34.2%, TikTok 23%, and X/Twitter 13% year over year.
- 2023 Sports Emmy Award winner for work produced around the Super Bowl.

Social Producer

07/2021 – 02/2023

Bleacher Report | New York, NY

- Created original, serialized programming across sports, music, gaming, tech, fashion, and animation, including sponsorship-ready series.
- Produced on animated and studio series including *The Portal*, *Hero Ball*, *Gridiron Heights*, and *House of Highlights*, plus anime- and TV-inspired NBA tip-off openers.
- Led creative direction with internal and external designers, animators, and videographers.
- 2021 and 2022 Sports Emmy Award winner for work produced on *Inside the NBA*.

ADDITIONAL MEDIA EXPERIENCE

Digital Content Producer — E.W. Scripps, Corpus Christi, TX

01/2021 – 07/2021

Freelance Camera Operator / Associate Producer — ESPN

08/2017 – 05/2021

MILITARY SERVICE

U.S. Army

07/2013 – 07/2020

Led and supervised teams of up to 50 personnel; coordinated training, logistics, scheduling, resource allocation, and stakeholder communication in high-pressure operational environments. Served as 91D before reclassifying to 12B.

EDUCATION

M.A., Communications — University of Arkansas at Little Rock, 2022

B.A., Creative Media Production — Arkansas State University, 2020

B.S., Multimedia Journalism — Arkansas State University, 2019