

CONTACT



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CERTIFICATES

PROJECT MANAGEMENT INSTITUTE (PMI)

- Project Management Professional (PMP®)

FEDERAL AVIATION ADMINISTRATION (FAA)

- Private Pilot (Single-Engine Land)
- Remote Pilot (Part 107 – sUAS)

CENTER FOR ANTI-COUNTERFEITING & PRODUCT PROTECTION (A-CAPP)

- Brand Protection Certification

EXPERTISE

Creative Direction & Brand Governance
Licensing & Trademark Compliance
Budget and Resource Management
Cross-Functional Team Leadership
Program & Portfolio Management
Integrated Campaign and Content Strategy
Workflow and Process Optimization
Audience Growth and Engagement
Executive Stakeholder Communication
Risk Management & Quality Control

TOOLS & PLATFORMS

3D & MOTION

- Adobe After Effects
- Cinema4D
- Mocha Pro

AUDIO

- Adobe Audition

DESIGN

- Adobe Illustrator
- Adobe Photoshop

PHOTO

- Adobe Lightroom

VIDEO & POST

- Adobe Premiere Pro
- Apple Final Cut Pro
- Blackmagic Design Davinci Resolve

WORKFLOW & WORKPLACE

- LASSO
- Microsoft Office 365
- Wrike

EDUCATION

MEDIA ARTS & TECHNOLOGY, B.A

Michigan State University | East Lansing, MI

TV, Film & Radio Concentration | Business Cognate

- Honors College & Dean's List Member
- International Photojournalism Program

NICHOLAS BAKER

SUMMARY

Creative and organizational leader with more than a decade of experience building and scaling multidisciplinary teams, modernizing workflows, and governing complex creative systems. Brings clear structure and practical process to help teams work better together, operate more effectively, and deliver real value.

EXPERIENCE

ASSISTANT ATHLETIC DIRECTOR SPARTAN VISION, CREATIVE SERVICES, & BRAND MANAGEMENT

Michigan State University Athletics | East Lansing, MI | 2021-Present

- Built and scaled Spartan Vision from a five-producer video unit into a multidisciplinary organization of 14 full-time staff, an intern, and 100+ students spanning live production, post-production, design, and social media
- Expanded the unit's scope beyond video production to include creative services, social media ownership, licensing oversight, and the development of department-specific athletic brand guidelines
- Led creative strategy and hands-on storytelling for high-profile initiatives, including the FOR SPARTA \$1B+ comprehensive fundraising initiative, major sponsorship activations, and executive communications
- Designed, implemented, and serve as system owner for Wrike, including workflow architecture, training, and onboarding through recorded resources and hands-on support to drive consistent adoption across teams
- Own athletics brand governance and licensing oversight, serving as the primary liaison to University Trademarks and Licensing and advising on compliance, interpretation of standards, and licensee execution
- Oversee budgets, contracts, and vendor partnerships, including music licensing and major technology investments, balancing creative ambition with operational sustainability
- Provide ongoing creative direction and final approval across video, design, social, and in-venue content, offering clear feedback to continuously raise quality, consistency, and execution
- Represent athletics on university-wide committees addressing filming rights, NIL considerations, partner access, and facility usage, contributing insight at the intersection of creativity, policy, and risk

DIRECTOR OF DIGITAL PRODUCTION

Michigan State University Athletics | East Lansing, MI | 2017-2021

- Took ownership of a growing digital operation and clarified roles, workflows, and expectations across live production, post-production, streaming, and event coverage
- Directed digital and content strategy for a \$25M campus and athletics development initiative, aligning storytelling, platforms, and production timelines with institutional goals
- Built and scaled a student staffing model that increased participation and helped elevate Spartans All-Access into a nationally distributed docuseries on BTN through improved planning and storytelling standards
- Oversaw digital coverage reaching audiences of more than one million annually, coordinating people, schedules, and resources across multiple sports and platforms
- Remained hands-on in editing, motion design, and production while setting standards and mentoring students and early-career staff through daily feedback and example

FREELANCE EDITOR / MOTION GRAPHIC DESIGNER

Zeno Group | Remote | 2016 - Present

- Partner with agency teams and brand stakeholders to deliver high-quality editorial, motion design, and select on-location production work for national campaigns across advertising, sports, and consumer brands
- Contributed to campaigns for clients including Anheuser-Busch, Topgolf, Turtle Wax, Welch's, Pizza Hut, Buffalo Wild Wings, and Breathe Right, supporting both broadcast and digital deliverables
- Translate creative direction into polished execution under tight timelines, adapting style, pacing, and storytelling to meet brand standards and campaign goals

SENIOR PRODUCER

Michigan State University Athletics | East Lansing, MI | 2012 -2017

- Produced, filmed, and edited broadcast television shows, marketing campaigns, and highlight content for Fox Sports and Michigan State Athletics across multiple sports and platforms
- Designed and managed motion graphics systems for in-venue, broadcast, and corporate partner use, improving visual consistency and production efficiency
- Helped establish early production workflows and standards that improved reliability, repeatability, and on-time delivery as the volume and expectations of content increased
- Mentored interns and student staff in storytelling fundamentals, technical execution, and professional standards, contributing to a stronger and more sustainable production pipeline
- Earned multiple regional Emmy Awards for excellence in storytelling and production

EDITOR

Campbell Ewald Advertising | Detroit, MI | 2011-2012

- Edited and produced video and motion graphics for national clients including OnStar, the U.S. Navy, USPS, and the Ad Council, collaborating with senior producers on on-location production and post-production delivery.

EXECUTIVE PRODUCER - "Publicly Defended"

Independent Documentary

- Executive Producer and Director of an Emmy Award-winning documentary examining Michigan's public defender system, overseeing research, production, financing, and broadcast release, including primetime PBS distribution across the Great Lakes region.

ASSOCIATE PRODUCER

CBS News - 48 Hours | New York, NY | 2010 -2011

- Supported investigative reporting for CBS News' 48 Hours, contributing research, story development, and field production support for the nationally broadcast newsmagazine series.