

NICK MIOTKE

Senior Video Editor · Producer · Shooter · AI-Assisted Production

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PROFESSIONAL SUMMARY

Senior video editor, producer, and shooter with 26 years of experience creating broadcast, branded, editorial, and social content for national media, automotive brands, and advertising agencies. At CNET Cars/Roadshow, led production and post-production for more than 200 videos annually, managing distributed crews and editors while helping grow the YouTube channel to 280,000 subscribers and millions of monthly views. Brings strong editorial judgment and the ability to take projects from concept through production, post, finishing, and delivery. Also experienced in AI-assisted image and video creation, using emerging tools to expand creative possibilities and improve production efficiency. Telly Award winner whose clients include Toyota, Ford, GM, Edmunds, Ogilvy, and Campbell-Ewald.

CORE COMPETENCIES

Video Production & Direction · Creative Direction · AI-Assisted Content Production · Editorial Workflow Design · Post-Production Oversight · Remote Team Management · Creative Operations Management · Multi-Platform Content Strategy · Client Relationship Management · Budget Oversight · Asset Library Development · QC & Delivery Standards

TOOLS & TECHNOLOGY

Video Production: Adobe Premiere Pro · DaVinci Resolve · After Effects · Adobe Creative Suite

AI Visual Design: ComfyUI · Midjourney · Runway · Adobe Firefly · Figma AI · Higgsfield · Google Gemini

AI-Assisted Development: OpenAI · Claude Code (Anthropic) · Google AI Studio · GitHub Copilot · Ollama

WORK EXPERIENCE

Senior Manager, Creative Operations February 2026 – Present

Proficy Digital · Remote

- Oversee creative operations for an AI-powered multi-platform content system serving 50+ automotive dealerships—managing social video, display ads, and dealer-specific content at scale
- Architect and manage automated production workflows and AI-assisted editorial pipelines, setting a new operational baseline for speed, consistency, and platform compliance
- Lead a full revamp of the company's asset library, rebuilding content quality and ensuring 2026/27 platform compliance across all deliverables
- QC all outgoing content, enforcing brand consistency standards across high-volume automated output
- Manage a team of 2 contractors and 1 FTE, owning workflow design, quality standards, and delivery pipelines

Senior Video Editor, Producer, Shooter, Ai Production Specialist June 2022 – Present

Nick Miotke LLC · Grosse Pointe Park, MI

- Run an independent production practice taking on contract, retainer, and project-based engagements—operating as primary creative partner from concept through final delivery
- Direct shoots and edit content for clients including Edmunds, Toyota, Karma Jack, and Rocket Mortgage
- Scale capacity through a trusted bench of senior editors and producers, enabling larger and more complex engagements without full-time overhead
- Design editorial pipelines, manage distributed collaborators remotely, and maintain consistent quality across concurrent client work
- Build long-term client relationships through operational clarity, creative reliability, and proactive communication
- Create AI-assisted image and video assets using tools including ComfyUI, Runway, and Higgsfield, applying production and editorial judgment to develop material that works within finished campaigns.

Senior Video Editor, Producer & Shooter June 2022 – February 2026 Driving Sports TV (Contract)

- Shot, edited, and produced content for the Driving Sports TV YouTube channel and social platforms
- Produced and edited series for Hemmings through Driving Sports, including Fox Body Rehab, IROC Rehab, 2023 Dodge Hornet: A Swarm of One, and TESTED! presented by American Collectors Insurance
- Took projects from shoot through edit, finishing, and delivery for both the in-house channel and partner brands

Senior Video Producer December 2015 – June 2022*CNET Cars / Roadshow* · San Francisco, CA (Remote)

- Led all production and post-production for CNET's automotive video vertical—overseeing 200+ videos annually across YouTube, editorial, and branded content platforms
- Managed a cross-functional team of 7 editors, 5 crew members, and up to 10 contractors simultaneously on a \$240K+ annual production budget
- Grew CNET Cars/Roadshow YouTube channel to 280,000+ subscribers with millions of monthly views
- Implemented workflow improvements that streamlined pipelines and reduced turnaround times while scaling branded and commerce-driven content output
- Coordinated with editorial, marketing, and sales teams to align video production with business and revenue objectives

Senior Producer August 2010 – June 2013*Autoweek* · Detroit, MI

- Directed video production for one of the country's leading automotive publications—managing shoots from concept through delivery across digital and social platforms
- Produced and edited original content for Autoweek.com and YouTube, growing the brand's video presence alongside managing paid client productions
- Clients: Ford, GM, Jaguar, Acura, Chevrolet, Cadillac, Toyota

Independent Video Producer & Editor 2008–2010 · 2013–2015*Freelance* · Grosse Pointe Park, MI

- Lead editorial and production partner for brands, agencies, and media outlets across two independent consulting stints
- Delivered story-driven content with strong editorial voice; trusted for fast turnarounds, creative judgment, and consistency under deadline

Video Editor January 2007 – December 2008*Campbell-Ewald* · Warren, MI

- In-house editor and shooter producing broadcast, digital, and branded content for national accounts under fast-paced agency timelines
- Clients: Chevrolet, Carhartt, Michelin, U-M Health System, Kaiser Permanente, USPS, OnStar, USAA

Creative Video Editor October 2005 – January 2007*Milagro Post* · Royal Oak, MI

- Led creative editorial for agency-driven commercial projects, serving as primary partner to BBDO, Campbell-Ewald, Ogilvy & Mather, JWT, and Doner

Video Editor July 2003 – October 2005*Ogilvy & Mather* · Dearborn, MI

- Built the agency's in-house post-production edit suite from the ground up, designing workflows that transformed the department into a revenue-generating profit center
- Clients: Ford, Del Webb, HD Radio, Motorcraft, United Way

E D U C A T I O N**Bachelor of Fine Arts — Digital Media & 3D Animation**

College for Creative Studies · Detroit, MI · 2001

C E R T I F I C A T I O N S**AI Fundamentals** April 2026

Google · Coursera

AI for Brainstorming and Planning April 2026

Google · Coursera

A W A R D S & R E C O G N I T I O N**Telly Award** 2021**Mobius Gold Award** 2007