

# Grant A. Nicholls

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## Work Experience

### **Freelance Video Production** **Fall 2023 – Present**

- Video editor, camera operator, camera assistant, bts content, and production assistant
- Agency include: Unify Visual Marketing, Wheelhouse Media, Union, Wild Dingo Studios, Girvin Pictures, Blackbox Studios, IMIGpro, Mighty 8th Media, Chirp Films

### **Charlotte FC | Senior Social Content Producer** **Fall 2022 – Fall 2023**

- Video coverage of games, trainings, interviews, Community events, and Marketing activations
- Narrative video editor for Social and Web
  - Anton Walkes Tribute long-form, Nuno Santos/Nathan Byrne Debuts, Fan Appreciation Night intro video
- Stylized video editor for Social and Web
  - 2023 Community Kit Launch BTS, “Westwood to Copetti” edit, 2022 Top 10 Goals Series
- Video editor for Charlotte FC MLS Season Pass content on Apple TV
  - Weekly matchup sizzle videos, “The Ritual” feature on Charlotte FC supporter culture
- In-game video editor for key home match moments
  - Anton Walkes 2023 Home Opener Tribute, Brian Romero 1st Homegrown signing halftime appearance
- Quick turn editor of goals and other in-match moments for time-sensitive organic and sponsored Social posts
- Communicate between Video and Social teams on match days to identify coverage and edit priorities
- Assist Social planning for player signings and schedule release, contribute to away match Social coverage

### **OKC Thunder | Social Media Coordinator, Social Media Specialist** **Winter 2019 – Fall 2022**

- Planned, directed, and executed Social for 2022 Draft Lottery, Draft, and Summer League
  - Shot photo and video, directed Video and Graphics teams
- Executed game night Twitter coverage for the 20–21 and 21-22 regular seasons
  - Triweekly in-season meetings with Basketball Operations to shape team and player coverage
  - Lead Social copywriter, modernized brand toward fans and players while staying true to team principals
- Actively planned and maintained Social calendar, ensured we were ahead on milestones, birthdays, and holidays
- Edited Social video content
  - 2022 “Favorite Play” Series, Josh Giddey Rookie of the Month, Josh Giddey Rising Stars Game
- Launched Social VIP Experience – Surprise and Delight courtside tickets for Thunder social media superfans
- Coordinated with Corporate Partnerships to optimize sponsored Social content
- Ran GIF station at 21-22 media day, autograph station at 20-21 media day, photo station at 21-22 Blue media day
- Planned, directed, and executed social for 19-20, 21, and 21-22 OKC Blue seasons

### **Reddit College Football | Photographer and Social Media Coordinator** **Spring 2019 – Fall 2019**

- Photographed games, provided Twitter coverage of games/news/relevant topics/Reddit OC

**Gear Experience:** Sony Fx6/Fx3/Alpha Series, Canon C300/C100/C70/EOS, DJI Ronin

**Editing Software:** Premiere, After Effects, Lightroom, Photoshop, Lightroom, OBS

**Social Planning:** Asana, Sprout, Trello, Notion, ContentCal

## Education

### **The University of Alabama | Fall 2014 - Spring 2019**

- Athletics photographer for The Crimson White student newspaper
- Photography featured in The Marr’s Field Journal and Alice Magazine
- B.S. in Mechanical Engineering, GPA: 3.265/4.0, Honors College, Honors Photography I & II