

MITCH GLASS

SENIOR CREATIVE WRITER & PRODUCER

CONTACT

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MitchGlass.com

[Demo Reel](#)

AWARDS

EMMY - 2022

Outstanding Studio Show
"Inside the NBA on TNT"
Producer

EMMY - 2020

Outstanding Studio Show
"Inside the NBA on TNT"
Producer

EMMY - 2019

Outstanding Playoff Coverage
"March Madness" - TBS
Producer

WORK SAMPLES

[Lowe's - Commercial](#)

[Pizza Hut - Commercial](#)

[TBS - Commercial](#)

[Braves - Commercial](#)

[WebstaurantStore TV spot](#)

[NBA Awards - TNT Feature](#)

[Box 616 - Short film](#)

PROFILE

Emmy-winning writer and producer with 15 years of experience creating ad campaigns, and short films with millions of views. Skilled in crafting compelling narratives and leading creative teams for brands like **Warner Bros., TNT, HBO, Lowe's, and Pizza Hut.** Experienced in end-to-end production, from scriptwriting to final delivery, with a strong focus on audience engagement and impactful storytelling.

WORK EXPERIENCE

Webstaurantstore – Senior Editor / Producer

Tampa, FL – 2022 - Present

- Spearheaded creative direction for digital campaigns and web content, translating brand briefs into high-impact promotional materials for clients like KitchenAid and True Merchandisers. Directed and wrote engaging ad campaigns for web and TV, showcasing a blend of storytelling and strategic branding.

Warner Bros. Discovery – Writer / Producer

Atlanta, GA – 2018 - 2022

- Developed award-winning live, studio, and pre-produced branded content at Warner Bros.' internal agency, creating compelling campaigns for brands like Lowe's, Pizza Hut, Capital One, and State Farm. Specialized in writing engaging storylines and directing high-impact content for properties like TNT's *Inside the NBA*, TBS, TNT, and HBO. My work involved writing, producing, and directing to ensure impactful, cohesive content.

Diamond View Studios – Senior Editor / Director / Writer

Tampa, FL – 2016 - 2018

- Developed and executed TV spots and digital content for high-profile clients, including the Atlanta Braves and the Clinton Foundation, leading all phases from concept to delivery. Created and pitched strategic marketing plans to elevate brand impact and engagement.

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(Continued)

SKILLS

Creative Direction
Brand Storytelling
Campaign Strategy
Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Adobe Creative Cloud
Final Cut Pro
Avid Media Composer
DaVinci Resolve
Graphic Design
Production Workflows
Tight Deadlines
Visual Effects
Post Production

WORK EXPERIENCE

Tampa Bay Rays – Video Producer & Editor

St. Petersburg, FL – 2015 - 2016

- Produced dynamic video content for in-game broadcasts and social media platforms, handling all aspects of production—from scriptwriting and shooting to editing and motion graphics creation in After Effects.

Dilated Pixels – Video Producer & Editor

Los Angeles, CA – 2013 - 2015

- Produced, edited, and crafted visual effects for broadcast commercials, web series, and sizzle reels for major brands like 20th Century Fox, Hasbro, Wired, GQ, Capcom, and Lexus. Oversaw production schedules, managed assets, and developed scripts and pitch decks to drive project vision and client engagement.

E.W. Scripps – Video Producer & Editor

Naples, FL – 2010 - 2013

- Produced news packages with rapid turnaround for television and digital platforms, encompassing all aspects of production from shooting and editing to graphic design.
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