Matthew Mansfield

Concept development, brand storytelling & AI

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Senior Producer, Creative at Bleacher Report and two-time Sports Emmy winner. I develop campaign and storytelling ideas with creative teams, connect visual direction to finished work, and use AI to explore and make new creative possibilities. Lead eight full-time editors and shooters and a network of 20+ freelancers.

Professional experience

Bleacher Report / Turner Sports / Warner Bros. Discovery

Senior Producer, Creative | December 2023–Present

Company tenure: March 2019–Present. Earlier roles: Apprentice Shooter/Editor, Associate Shooter/Editor, Shooter/Editor

- Lead national campaign work at Bleacher Report, connecting creative development, production planning and delivery with producers and creative teams.
- Develop the visual approach with producers for YouTube-first long-form series and recurring athlete shows, connecting the production with finished episodes and social cutdowns.
- Use AI in ideation, asset generation and postproduction, collaborating with editors on Higgsfield motion elements and developing workflows informed by the team’s editorial style.
- Partner with editors and producers through rough, revised and final cuts. Carry creative feedback through editorial, sound, color, VFX handoffs and network delivery.
- Lead eight full-time editors and shooters and a network of 20+ freelancers. Staff productions and edits, develop creative talent, and connect the right people with each producer’s vision.

Tools

Adobe Premiere Pro, After Effects, Photoshop, Frame.io, ClickUp, Notion, Slack, Google Drive and Higgsfield.

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Selected work

The Run

Visual development, shooting and postproduction collaboration

Worked with producers to create the look for full championship-retrospective episodes featuring Jason Terry, Channing Frye and Nick Young. Stayed involved from ideation and production through editorial, audio, color and final delivery.

Watch the work

Roam Imaging

Founder & Marketing Lead

Founded in December 2024. Built positioning, website, paid acquisition, local SEO, email and partnerships. Used AI-assisted workflows to develop six concepts with two hooks each, producing twelve editable video review exports. Refined pacing, gestures and captions through human feedback; campaign results are not yet established.

AI inside the production process

Team collaboration • Higgsfield • workflow development

Use AI across ideation, asset generation and postproduction. Collaborate with editors on Higgsfield motion elements and script-led asset exploration, while developing workflows informed by our editorial style. Full-edit automation remains in development.

Additional experience

Roam Imaging | Founder & Marketing Lead | December 2024–Present

Built positioning, website, acquisition, local SEO, email and partnerships. Applied AI-assisted creative workflows to six concepts and two hooks each: twelve editable video review exports, refined through human feedback.

Tesani Companies | Marketing Coordinator | 2018–2019

Collaborated with engineering and sales to gather user feedback, inform product features and improve marketing strategies.

Utah Valley University Athletics | 2014–2019

Most recent role: Assistant Director of Marketing. Led Division I athletics marketing and content and managed student staff.

Education & recognition

Utah Valley University — Bachelor’s degree in Marketing, 2018; minor in Business Management.

Two Sports Emmy Awards — Outstanding Interactive Experience, Original Programming; NBA on TNT Tuesday.