

TJ DeFeo

Video Producer & Content Manager | Brand Storytelling | End-to-End Production

Sunrise, FL (open to relocation) | tjdefeo@goalkeep.com | (704) 430-7955 | defeoproductions.com

SUMMARY

Creative production manager and video producer with five years of professional experience leading end-to-end content operations at two NHL franchises. Proven ability to manage teams, execute under hard deadlines, and deliver broadcast-quality video across social, digital, and live event platforms. Content generated millions of views across official club channels during three consecutive Stanley Cup Final runs, including two championships. Now bringing that same creative leadership and production discipline to brand and corporate storytelling.

EXPERIENCE

Production Manager · Florida Panthers Hockey Club · Sunrise, FL Jul 2024 – Present

- Led a team of producers and editors managing the full video request pipeline — creative direction, scheduling, and deadline accountability across 82+ game seasons and back-to-back Stanley Cup playoff runs.
- Architected game-day workflows and shooter schedules to achieve complete live-event coverage with zero missed deadlines across all platforms.
- Managed content server architecture and media asset management (MAM) system; oversaw corporate partnership content integration for sponsor deliverables.
- Traveled with team on road trips to capture and produce premium behind-the-scenes content for same-day social and digital publication.

Content Producer / Editor · Florida Panthers Hockey Club · Sunrise, FL Oct 2022 – Jul 2024

- Conceived, shot, and edited short- and long-form content reaching tens of thousands of fans per post on official Panthers Instagram and Facebook — contributing to millions of combined views across two championship seasons.
- Produced player features, campaign content, hype videos, and community storytelling; partnered with marketing and social teams to maintain a cohesive visual brand across all digital touchpoints.

Associate Video Producer · New York Islanders · Elmont, NY Sep 2021 – Oct 2022

- Produced, shot, and edited video for official team channels including launch content for the brand-new UBS Arena; delivered fast-turnaround game-day and live-event content under strict broadcast deadlines.

Video Production Intern · Charlotte Checkers (AHL) · Charlotte, NC Jan 2019 – Feb 2020

- Assisted production team with shooting, editing, and logging game footage; supported control-room preparation and camera operations for live AHL broadcasts.

SKILLS

Production: Concepting · Directing · Cinematography · Field & live event coverage · Single & multi-camera operation

Post-Production: Video editing · Motion graphics · Sound design · Color grading · Short-form & long-form editorial

Strategy & Management: Content strategy · Brand storytelling · Team leadership · Project management · Cross-functional collaboration · Stakeholder & partner management

Social & Digital: Instagram · Facebook · YouTube · Short-form video (Reels, TikTok-style) · Platform-native content optimization

Software: Adobe Premiere Pro · After Effects · Photoshop · Illustrator · Media asset management platforms

PORTFOLIO

defeoproductions.com — Selected work across sports, brand, corporate, and motion.