

# AARON GOEGLEIN

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## SUMMARY

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Versatile Senior Producer with **25+ years** spanning broadcast television, SaaS content strategy, and independent production. Expert in full-cycle video and audio production from ideation through post-production and distribution analytics. Rare combination of elite broadcast audio engineering and strategic content leadership — 7 years scaling **Klaviyo's** video program from startup to IPO. Founder of **Adgile Gaming, LLC**. **National Emmy Award winner** for Best Sports Remote Production.

## CORE COMPETENCIES

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**PRODUCTION & TECHNICAL:** Video & Audio Production | Broadcast/Live Audio Mixing | Motion Graphics & Animation | Screen Capture & Tutorial Production | Adobe Creative Cloud

**STRATEGY & MANAGEMENT:** Project & Stakeholder Mgmt | Creative Content Strategy | Audience Analytics & Performance Optimization | Budgeting & Planning

**LEADERSHIP & CREATIVE:** Cross-Functional Collaboration | Team Leadership & Mentoring | Storytelling & Creative Direction | Agentic Workflow Design

**SOFTWARE & TOOLS:** Premiere Pro | After Effects | Audition | Final Cut Pro | Avid Pro Tools | Frame.io | Figma | iZotope RX Advanced | Unity

**AI & AGENTIC WORKFLOWS:** Claude / Claude Code | Google AI / Gemini | Antigravity | Agentic pipeline design for creative production, game development & automation

## PROFESSIONAL EXPERIENCE

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FOUNDER, CREATIVE DIRECTOR & GAME DESIGNER

Adgile Gaming, LLC | Nashville, TN (2025 – Present)

- **Founded independent game studio** developing Arachno Arena (mobile/Steam), managing creative direction, audio design, and full production pipeline in Unity.
- **Architect agentic AI workflows** integrating Claude, Google AI, and Antigravity for game development, marketing creative direction, and media management automation.
- **Own end-to-end marketing content strategy** including trailer production, social content, and brand voice development for multi-platform launch.

SENIOR VIDEO PRODUCER (Promoted 2022) | VIDEO PRODUCER (2018–2022)

Klaviyo | Boston, MA, Remote (2018 – December 2025)

- **Led video and audio content production strategy** from early-stage startup through IPO, directly contributing to brand equity and customer education at scale.
- **Owned the complete production lifecycle:** topic selection, scripting, storyboarding, filming, editing, post-production, and distribution strategy across all channels.
- **Developed content performance measurement framework** using audience analytics (watch time, retention, engagement) to drive data-informed content strategy iteration.
- **Produced high-volume short and long-form content** across motion graphics, screen capture, interview, and documentary formats using After Effects, Premiere Pro, Figma, and Frame.io.
- **Partnered cross-functionally** with Content Strategists, Product Managers, and Creative teams; provided production mentorship and established scalable workflows.

SENIOR AUDIO ENGINEER

New England Sports Network (NESN) | Watertown, MA (2008 – 2018)

- **Mixed live broadcast audio** for Boston Bruins and Red Sox telecasts, pre/post-game shows, and all NESN studio programming at network quality under live production pressure.

- **Co-designed and implemented a remote audio rig** for live sports television, enabling high-profile remote broadcasts and demonstrating end-to-end technical ownership.
- **Contributed to Emmy-winning productions;** led audio infrastructure planning including capital budgeting and digital mixing console implementation.
- **Mentored junior audio engineers,** production associates, and studio technicians on broadcast audio best practices.

## ADDITIONAL EXPERIENCE & HIGHLIGHTS

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- **Awards:** National Emmy Award (1998) for Best Sports Remote Production. NESN MVP of the Quarter, Q3 2017. Regional Emmy Nominee, Best Audio, New England.
- **Videographer, Producer & Editor** — Baypath Humane Society (2017–2018) & Audacious Traveler (2016–2018): Full-cycle production of PSA, promotional, and international travel video content across social platforms.
- **KPTV – FOX 12 (1999–2007, Audio Engineer):** Key contributor to new audio booth design and Euphonix Max Air console installation.
- **KGO – ABC 7 (2007–2008, Graphics Operator):** Designed sports broadcast graphics using Photoshop.
- **ESPN – X GAMES (1998 & 1999, Audio Assistant):** Live audio operations for nationally broadcast action sports events.

## EDUCATION

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UNIVERSITY OF ARIZONA | Bachelor of Arts (BA) in Media Arts, Minor in Spanish