

TONY KARDELL

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SUMMARY

I'm a creative leader with over 30 years of experience in print designs, video productions, and marketing campaigns. I've got a knack for reducing costs, building partnerships with internal and external teams, stakeholders, and executives. Skilled in cross-functional collaboration, budget management, and delivering content that drives results.

SKILLS

Adobe Premiere
Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Art Direction
Graphic Design
Campaigns
Brand Development
Content Development
Logo Design
Print Design
Direct Mail
Storyboards
Scripts
Copywriting
Video Director
Video Producer
Video Editing
PowerPoint
Presentations
Leadership
Project Management
Set Design & Building
Budgeting
Cost Management
Channel Partnerships
B2B/B2C Communications

WORK EXPERIENCE

Content Producer & Director

Wellbeats, a product of LifeSpeak Inc. 2017 – Present

- Direct and produce content for the Wellbeats/LifeSpeak platform, serving our B2B clients and their employees and partners with fitness, nutrition and mindfulness content as part of their wellness offering.
- Effectively streamlined the production process and costs for filming and editing content within the business resulting in significant cost savings year over year.
- Oversee studio production operations, budget management, equipment purchasing, and staffing.
- Directed and produced nearly 3,500 video assets, including fitness, nutrition, and mindfulness content, enhancing brand engagement and visibility.
- Manage and maintain 14,000 sq ft studio, designing and building sets, resulting in significant cost savings for the business.
- Lead a team in filming, editing, audio, and photography utilizing the Adobe Creative Suite, ensuring high-quality content production and meeting organizational standards for our client base.

Executive Producer / Studio Manager

Life Time Fitness, Inc. 2014 – 2017

- Served as Principal strategist, lead producer and director of in-house media, studio and production team, leading creative development and execution of multiple production projects aligned with organizational objectives and client expectations.
- Spearheaded the development and expansion of in-house production and programming, coordinated production teams and projects for client accounts in B2B and B2C communications.
- Lead in the development of the new 15,500 square-foot video production studio, guiding the entire life-cycle of the project from design and planning to construction to launch.
- Produced and directed numerous campaigns for both internal and external clients and partnerships through video production.

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EDUCATION

Brown College
Minneapolis MN
Associates Arts

REFERENCES

Jason Von Bank
CEO and Market Adviser
Kaleidoscope
612 385 5560

Mike Gerend
CEO, Board Member,
Consultant
612 817 7408

Jill Ross
CFO
Kipsu
952 913 5853

Justin Heglund
Director of Photography
and Sr. Editor
LifeSpeak, Inc.
651 261 9270

WORK EXPERIENCE CONTINUED

Senior Producer & Multi-Media Designer

Life Time Fitness, Inc.

2005 – 2014

- Created internal video production role resulting in cost-savings for all internal business departments and clients
- Led the development of the internal TV network and video production team.
- Oversaw production operations, staffing, talent recruitment, budget management, equipment allocations and resourcing, and policy and procedure design.
- Liaised with internal and external department teams and partners, and implemented cross-functional collaboration.
- Successfully aligned marketing strategies with client needs through introducing the seasonal marketing plan for all internal business.
- Served as director, producer, videographer, and editor for numerous print and video projects and promotional and editorial campaigns.
- Worked closely with executive leadership team to develop presentations and materials for both internal and external communications.

Art Director

Life Time Fitness, Inc.

1999 – 2005

- Responsible for driving creative development in the graphic design and implementation of new marketing collateral for multiple clients, executing projects timely and within budget.
- Developed, implemented and trained club staff on brand standards and signage for all Life Time facilities nationwide for department and member communications
- Grew network of partnerships and client base including business and external media partners.
- Received multiple design awards in print, B2B and web design for the world's largest prize purse triathlon from guiding media partner advertising and event design development and production for Life Time Athletic Events.
- Collaborated with NBC sports and directed internal team through high-profile photo shoots and video productions.

Fleet Management Specialist

GE Capital Fleet Services

1996 – 1999

- Worked with Account Executives to help fulfill clients fleet ordering cycle. Developed system reference tool for Customer Service Answerline to address various clients policies and procedures. Worked with executive team on various projects.

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WORK EXPERIENCE CONTINUED

Production Manager

Studio One, Inc.

1993– 1996

- Collaborated with Account Executive team for the agency and Led team of production artists to develop and deliver print production projects for clients (3M, Pillsbury, Fingerhut and more).

Graphic Designer

NordicTrack, Inc.

1990 – 1993

- Graphic design, photo direction, concepting and development of print, direct mail and marketing materials for NordicTrack line of fitness products.