

ARRON HARTT

SENIOR CREATIVE + PRODUCTION LEADER

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PROFILE

Senior creative and production leader with 15+ years translating ambitious ideas into clear business cases, budgets, teams, and audience-ready experiences. Equally comfortable presenting the ROI to executives, building the production plan, and helping the crew deliver under pressure.

SELECTED EXPERIENCE

Senior Producer 2022 - CURRENT

STREAMLINE PUBLISHING

- Lead production strategy, budgets, vendors, workflows, and delivery across live, virtual, broadcast, and field production.
- Turned a shelved streaming concept into 73.5 hours across 58 sessions and five stages; an approximately \$5K pilot generated \$100K+ in added profit.
- Designed a five-encoder Resi workflow and used Starlink where no cellular or ISP service was available.

Broadcast Video Director 2021 - 2022

AUSTIN RIDGE BIBLE CHURCH

- Led multi-campus video systems, livestream operations, standards, and team development while remaining hands-on with directing and troubleshooting.

Creative Director 2018 - 2021

CITY VIEW BIBLE CHURCH

- Led creative strategy, communications, video, design, and livestream production; managed contractors, budgets, and cross-functional delivery.

Creative Director 2015 - 2018

GATEWAY BAPTIST CHURCH

- Directed brand, campaigns, video, and production while building repeatable systems for a growing in-house creative team.

Lead Graphic Designer 2014 - 2015

THE ARK CHURCH

- Created campaign systems and visual communications that became the foundation for later creative and production leadership.

SELECTED PRODUCTION LEADERSHIP

PACE STREAMING PRODUCT

Built the business case, client experience, technical workflow, remote feeds, and resilient delivery plan.

LCMS YOUTH GATHERING

Visual + technical creative director across two venues for approximately 22,000 attendees.

ACRYLIC LIVE

Led technical direction across multiple sets, remote contributors, rehearsals, and live switching.

INTERNATIONAL FIELD PRODUCTION

Produced, directed, and filmed stories on location in China, Kenya, Israel, and across the U.S.

SELECTED IMPACT

\$100K+

ADDITIONAL PROFIT

Generated from an approximately \$5K streaming pilot that revived a shelved concept.

73.5 HRS

LIVE PROGRAMMING

58 sessions delivered across five stages, plus four on-location streams.

22,000

LIVE-EVENT AUDIENCE

Led a 10–13 person visual team across the Superdome and New Orleans Convention Center.

CORE STRENGTHS

Creative direction
Executive production
Production strategy
Budget ownership
Team leadership
Live + broadcast
Video direction
Client experience
Workflow design
Technical systems

LEADERSHIP APPROACH

**Clear direction. Room to grow.
Guidance when it genuinely helps.**

TECHNICAL FLUENCY

Cameras / lighting / audio / editing / streaming
/ signal flow / Resi / Starlink