


# Kristen Johnson

## Producer / Director / Strategist

Producer and strategic lead specializing in content ecosystems, creative IP development, and cross border productions spanning sport, culture, and documentary storytelling. I lead every phase of execution, from concept and treatment development to on set directing, show calling, and post production packaging, while aligning narrative structure with commercial viability and platform objectives.



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## PROFESSIONAL ATTRIBUTES

|                    |                      |                       |                         |
|--------------------|----------------------|-----------------------|-------------------------|
| Production         | Problem-Solving      | Operations & Strategy | Monetization Pathways   |
| Strategy           | Project Management   | Event Management      | Partnership Development |
| Business Expansion | Brand Development    | Market Positioning    | Athlete Development     |
| Media Rights       | Content Monetization | Process Fluency       | Storyboarding           |
| Scriptwriting      | Graphic Design       | Pitch Development     | Broadcast               |

## KEY HIGHLIGHTS

Developed athlete sponsorship strategies, event monetary models, and media distribution plans.

Expertise in sports, media, tech, and entertainment, ensuring a well-rounded strategic approach.

Managed event sponsorships, content commercialization, and structured revenue models for live events.

Built a structured commercial framework, integrating sponsorship, media rights, and athlete monetization.

Led multi-sector projects, ensuring alignment between investment goals and operational strategy.

Acted as a producer on hundreds of film, documentary, and broadcast content pieces.

Developed customized presentations for corporate sponsorships, securing high-profile brand partnerships.

Oversaw major events, ensuring seamless coordination.

Directed event production, logistics, and execution, ensuring seamless operations from planning to completion.

Orchestrated high-profile events, activations, and marketing campaigns, ensuring maximum impact.

Structured OTT and streaming monetization strategies, increasing fan engagement and revenue potential.

Created loglines, treatments, spec edits, and presentations for streaming partner pitches.

## TECHNICAL PROFICIENCY & SOFT SKILLS

|                        |                  |                                |                |                 |                |                       |
|------------------------|------------------|--------------------------------|----------------|-----------------|----------------|-----------------------|
| Microsoft Office Suite | Google Workspace | CRM & Project Management Tools | Creative Cloud | Davinci Resolve | Canva          |                       |
| Deepnote               | Data Modeling    | Machine Learning Models        | APIs           | Sharepoint      | Graphic Design | Presentation Creation |
| Investor Pitch Decks   | Film Production  | Event Production               | Broadcast      |                 |                |                       |

## WORK EXPERIENCE

### Producer / Director / Strategist

The Barcoe Studio FZ LLC

*Achievements/Tasks*

UAE

#### Film and Episodic Production

- Boxing in Ghana, Battle of the Beasts – Directed on ground production and post event packaging for a WBC Africa Title Fight in Accra featuring Amir Khan and Sharaf Mahama, and led docuseries development and festival pitch strategy
- Nigeria, Chaos in the Ring – Designed episodic structure, visual identity, and brand linked content formats for a multi city boxing series, currently building the IP as a commercial and cultural asset
- Documentary Development – Created original long form and episodic treatments featuring athletes, cities, and grassroots stories, crafted for streaming platforms and national entities
- Streaming Pitches – Developed show formats, loglines, and narrative arcs for presentation to platforms including Netflix, Prime Video, and DAZN
- IP Development – Conceptualized and structured formats for docuseries, branded episodes, and cultural narratives rooted in sport, identity, and place
- Scriptwriting and Storyboarding – Wrote scripts, treatments, and pre visual storyboards for both branded and original content across multiple formats
- Boxxer - Documentary ahead of the Chris Eubank Jr and Conor Benn bout that took place in UK in April
- Tyson Fury - Brand film and fight week coverage for Fury v. Ngannou and Fury v. Usyk

#### Live Event Broadcasts and Real Time Production

- Boxing at Liwa Festival – Show runner for a live combat broadcast during Liwa Festival, coordinated AV teams and multicam output
- Guinness World Record 24 Hour Stream – Directed and delivered a continuous multicam stream with creative and technical oversight
- Offlimits Festival – Supported festival coverage team
- Alax Boxing Events - Show runner and full management of on the day execution of the live event and live stream
- Dubai Basketball - On the day show calling and show run
- Kings Clash - Full event production from creative ideation and design to technical weigh in, press conference, fight night, and post event wrap up including sponsor and broadcast package development.
- Battle of the Beasts Ghana - Full event production from creative ideation and design to post event content archive and monetization pathway.
- Chaos in the Ring Nigeria - Full event production, IP creation, and strategic partnerships and sponsorships with three events scheduled in 2025

#### Creative Services Across Projects

- Creative direction and story logic for athlete led or brand linked content
- Pre production workflows including scheduling, scripting, location preparation, and casting
- Director level input on shot selection, transitions, narrative tone, and cinematic language
- Packaging of full content ecosystems including teaser cuts, trailers, episodic arcs, and key visuals

#### Historic Work Includes:

Amir Khan, Chris Eubank Jr, Sharaf Mahama, Arslan Visuals, WBA, WBC, IBA, Minister of Sport Ghana, Kings Corner, NextGen Media, UFC, IDG, Lusail Football Academy, Dior, Enta, DAZN, Boxxer, IWC, Vogue, Simba Investments, WOWHYDRATE, Rezzil, BOXiQ, Autocraft AI, Red Sea, Visit Saudi, ConnectedLife, Riyadh Season, NextGen Media, and extensive private commission projects.