

Christopher Pereira

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Television Producer | PR & Marketing Lead | Fishing & Outdoor Industry

Fishing and outdoor industry marketing professional with 10+ years of experience in brand partnerships, media, product promotion, and audience growth.

KEY COMPETENCIES

- Public Relations & Media Outreach
- Brand Partnerships & Sponsorships
- Influencer & Creator Relations
- Fishing Industry Relations & Outreach
- Digital Marketing & Audience Growth
- Brand Storytelling & Content Strategy
- Product Launch & Marketing Campaigns
- Video Production & Post-Production Editing

WORK EXPERIENCE

Producer & Director of Marketing - Stoked on Fishing LLC

01/2017 - Present

- Produced 100+ broadcast television episodes, managing story development, logistics, filming, and post-production across international locations, including the Amazon River and Panama.
- Grew YouTube subscribers from 40K to 180K and generated 60M+ views in one year through content strategy and audience optimization.
- Built a custom YouTube Data API pipeline to analyze 100K+ videos, identify high-performing content patterns, and inform audience growth strategy.
- Developed and managed partnerships with fishing and outdoor brands including Okuma Fishing USA, Simrad, Mercury Marine, Contender Boats, and Fujifilm/Fujinon.
- Managed product integrations, sponsored content, television commercials, endorsements, and marketing campaigns for fishing and outdoor brands.
- Built relationships throughout the fishing industry with captains, charter operators, guides, creators, manufacturers, retailers, and fishing media.
- Collaborated with top YouTube creators on branded videos, generating 100M+ views across platforms for a single project.
- Lead outreach to brands, agencies, tourism partners, fishing lodges, and other organizations throughout the outdoor industry.
- Manage brand messaging and promotional content across television, YouTube, social media, websites, presentations, and sponsorship materials.
- Coordinate product testing and promotional opportunities with fishing crews, captains, hosts, and industry partners.

Freelance Content Creation and Consulting

2014 - Present

- Produced marketing, photography, and video content for brands and organizations including NOBLEMAN Magazine, Maverick Helicopters, Speedo, and other clients.
- Supported reality television and music video productions, including MTV's *The Real World* and a project featuring Snoop Dogg, B-Real, and other artists.
- Provided videography and live broadcast production for corporate events, increasing event reach and engagement.
- Consulted with clients on media production, visual communication, and content strategy.

AI Evaluation Specialist (Contract) - Mercor

02/2026 - Present

- Reviewed AI-generated PR and marketing materials, corporate presentations, and other content for leading AI companies through confidential projects, identifying issues with wording, grammar, clarity, logic, visual design, and signs of low-quality AI output.
- Selected for a flagship AI project focused on Model Context Protocol (MCP), API integrations, and agentic AI workflows.

Education, Certification, and Skills

- National University

- Bachelor of Arts in Digital Media Design - Summa Cum Laude
- Golden West College
 - Associate of Arts, Emphasis in Business and Public Administration
 - Associate of Arts, Emphasis in Social and Behavioral Sciences
 - Associate of Arts, Emphasis in Arts and Humanities
- Alteryx Designer Core Certification
 - Alteryx (Issued June 2024)
- Adobe Creative Cloud
 - Adobe Premiere Pro: Advanced Level
 - Adobe Photoshop: Advanced Level
 - Adobe Lightroom: Advanced Level
 - Adobe After Effects: Intermediate Level
 - Adobe Illustrator: Intermediate Level