



COLLIN CASTELLAW

MEDIA EXECUTIVE | DIGITAL CONTENT STRATEGIST | ENTREPRENEUR | CONSULTANT
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PROFESSIONAL SUMMARY

Entrepreneurial media executive and digital content specialist with 15+ years of experience across sports media, business operations, content production, YouTube, social media, consulting, talent-driven programming, and direct-to-consumer digital businesses. Co-founder of PlayersTV and founder of Shot Mechanics Basketball, with a track record of building audiences, launching media products, managing creative and operational teams, and translating complex subject matter into high-performing digital content. Brings hands-on expertise in strategic decision-making, content quality evaluation, production workflows, platform-native storytelling, audience growth, and business management—well suited for AI data collection, expert evaluation, model feedback, and domain-specific consulting projects.

CORE EXPERTISE

Media & Business Management Company building • operations • team leadership • partnerships	Digital & Social Media YouTube • Instagram • TikTok • X • audience strategy • analytics	Content Production Creative development • producing • directing • on-camera • post-production
Consulting & Strategy Brand activations • digital programming • sports media • growth strategy	Creator Economy Audience growth • monetization • platform strategy • community building	Expert Evaluation Content quality • rubric-based judgment • business/media subject-matter review

PROFESSIONAL EXPERIENCE

Co-Founder PlayersTV <i>Content, Creative & Operations Leadership</i>	2020–Present <i>United States</i>
- Co-founded and built an athlete-owned sports media company spanning streaming, digital, social, branded content, original programming, and technology-enabled media products. - Oversee content, creative, and operations, including programming strategy, production workflows, digital distribution, social content, team management, partner execution, and cross-functional business priorities. - Helped secure 70+ professional athletes as investors, partners, and creators, including Chris Paul, Travis Kelce, Ken Griffey Jr., Damian Lillard, Dwyane Wade, Carmelo Anthony, Kyrie Irving, and others. - Develop and executive-produce athlete-led programming and branded entertainment, translating talent IP into scalable content formats across streaming, YouTube, social, and digital channels. - Partner with executive leadership across sales, technology, talent, finance, and operations to manage company growth, strategic initiatives, investor materials, business development, and organizational execution.	
Founder Shot Mechanics Basketball <i>Digital Basketball Training & Creator Business</i>	2011–2020 <i>United States</i>
- Built one of the world’s largest online basketball training brands from the ground up, reaching approximately 1.3 million YouTube subscribers and 165+ million lifetime video views. - Created, scripted, hosted, produced, and optimized hundreds of instructional videos, developing deep expertise in YouTube programming, thumbnails/titles, audience retention, search behavior, social distribution, and creator-led growth. - Turned a niche instructional concept into a global digital education business serving athletes, coaches, and basketball fans across online video, digital products, training programs, and social media. - Developed a reputation as a basketball shooting and skill-development expert, with experience consulting players ranging from youth athletes to professionals.	

Co-Founder / President | ProClass**2021–Present***Virtual Sports Training Platform**United States*

- Co-founded a virtual sports training platform designed to package elite professional athletes' knowledge, training methods, and intellectual property into scalable digital instruction.
- Helped develop athlete-led training experiences featuring founding talent including Chris Paul, CJ McCollum, Damian Lillard, DeMar DeRozan, Travis Kelce, Allen Iverson, and other professional athletes.
- Led content and product strategy connecting professional expertise with structured, consumer-friendly digital learning experiences.

SELECTED CONSULTING & MEDIA ENGAGEMENTS**Basketball & Experiential Consultant | Nike Basketball /****2013–2015****Jordan Brand***United States*

- Consulted on basketball training, content, and live consumer activation experiences for Nike Basketball and Jordan Brand.
- Created and delivered live basketball training experiences at major events, including NBA All-Star activations and the Jordan Hangar in Los Angeles.
- Combined subject-matter expertise, live instruction, consumer engagement, and brand storytelling in high-profile experiential environments.

On-Camera Talent / Producer / Consultant | National**Selected Projects****Basketball Association (NBA)***United States*

- Worked with the NBA both on camera and behind the camera across digital content and basketball education projects.
- Contributed as talent, producer, and basketball subject-matter expert on game-breakdown programming distributed across NBA digital and social platforms.
- Translated advanced basketball concepts into concise, accessible, platform-ready content for broad fan audiences.

ADDITIONAL SUBJECT-MATTER STRENGTHS

- Business & Operations: startup management, organizational design, hiring, budgeting, vendor management, forecasting, partnerships, investor communications, and cross-functional execution.
- Media & Production: show development, creative direction, executive producing, production planning, editorial judgment, talent development, branded content, and post-production review.
- Digital Growth: YouTube strategy, social media programming, audience development, platform-native creative, content packaging, performance analysis, and digital monetization.
- Consulting & Evaluation: structured feedback, content review, quality assessment, strategic recommendations, creative problem-solving, and explaining complex concepts to non-experts.
- Sports Domain Expertise: basketball training, athlete media, sports business, creator-led sports content, professional athlete partnerships, and fan engagement.

EDUCATION**Bachelor's Degree, Graphic Design | Washington State University****Teaching Certification | Lewis-Clark State College****SELECTED CAREER HIGHLIGHTS**

- 1.3M YouTube subscribers and 165M+ lifetime video views through Shot Mechanics Basketball.
- 70+ professional athlete investors and partners secured through PlayersTV and related ventures.
- More than a decade of experience creating, evaluating, producing, and managing digital-first media and educational content.
- Professional consulting and content experience with globally recognized sports organizations and brands including Nike, Jordan Brand, and the NBA.