



Kent Heckel

Subscribe

YouTube Director · 1.8M Subscribers (In past 2 years) · 2,453 Videos (In past 2 years)

Content Strategist and Digital Media Innovator with Proven Expertise in YouTube Growth and Revenue Generation. 10+ years driving over 1 billion organic views, millions in content revenue & millions in brand deal revenue...

Kent@KentHeckel.com · (603) 748 6310 · KentHeckel.com · Cleveland, Ohio

Director Producer Channel Manager Data Analyst Editor Thumbnailer SEO

Latest

Popular

Oldest



Charleston White: I'm willing to die, kill and go to Jail for free speech | Funky Friday

10M views · 1 year ago



Addressing the fight... | 4th&1 with Cam Newton

1.3M views · 10 months ago



"Who Drew The Map of Canada??" The Pale Tourist | Jim Gaffigan Stand Up

5.5M views · 4 years ago



1 TRUE FAN is worth 1 thousand...

10M views



What's socially acceptable...

7.7M views



Cam breaks down why Kyler is ge...

5.3M views

Iconic Saga (Cam Newton's Production Company), Remote - YouTube Director ▶ Play all



JUL 2022 - DEC 2024

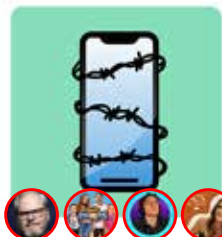
- Led 2 weekly podcasts, 4 YouTube channels, and 10 social media platforms.
- Averaged 42.4M monthly views across all platforms.
- Launched Live stream to average viewers of 12k

- Launched 4th&1 podcast
- Grew to 900,000 followers in its first year.
- Generated 227.5M views in the first year
- Generated 20+ million views in Super Bowl weekend

- Led content team of 5
- Boosted output to 120+ Videos per month
 - 80 Horizontal, 40 vertical
- Created 100+ Thumbnails per month
- A/B tested every thumbnail

Grew monthly content revenue from \$3k to \$87k

AntiSocial Friends Club (YouTube Managment), Remote - Owner & Director ▶ Play all



JAN 2018 - FEB 2023

- Founded YouTube management company specializing in organic growth for high-profile clients.
- Preferred YouTube vendor for Sports, vlogs and podcasts.

- Managed a team of 6 editors
- Supported 15+ clients at one time
- Organized deadlines for edits, thumbnails and YouTube packaging

Lead with Data Driven strategies, focused on clients goals

- Generated 500M+ views for client channels using organic strategies.
- Secured 4 Silver Creator Awards and 1 Gold Creator Award.

Kent Heckel (Personal Channel), Cleveland, Ohio - Creator ▶ Play all



MAR 2014 - NOW



Daily vlogged 975 Videos over 3 years.



Wrote, Directed & Hosted Web series for startup YouTube channel

The only true way to learn YouTube, is to do it yourself!