Spencer Grogan

Media Production Manager at AHEAD

spencergrogan12@gmail.com · spencergrogan.me · linkedin.com/in/spencer-grogan

PROFILE

I make complex things land.

I turn engineers' work and partner technology into stories that people understand, and I build AI workflows with Claude to do it faster.

EXPERIENCE

Media Production Manager, Content Team — Feb 2025 – Present
AHEAD · Remote

About 48 projects a year, most with several videos each, for sales, HR, partners and executives.

- **Client AI demo.** Turned an engineer's screen share into a client-ready demo for a global insurer's leadership in 3 days. Now my playbook for software demos.
- **Ready, Set, Runtime.** Built the podcast's production system: one recording becomes 10+ deliverables. It ranks among AHEAD's top YouTube content.
- **AI Motion Pipeline.** Built a workflow with Claude that cut motion graphics from weeks to an afternoon.
- **AHEAD Foundry.** Shot B-roll and shaped four expert interviews into stories. The video and transcript helped its page become one of AHEAD's top AI citations in Google search.
- **Partner demos.** Turned Rubrik and Wiz product stories into demos a buyer can follow.

Marketing & Content Specialist — Feb 2024 – Feb 2025
AHEAD

- Sales-support content and event coverage, including Dell Technologies World.

Marketing & Content Specialist — May 2022 – Feb 2024
CDI (acquired by AHEAD) · New York, NY

- Video and design for sales pitches and campaigns.
- Grew YouTube subscribers 400% in about 18 months.

Marketing Intern — Jan 2021 – May 2022
CDI and Candoris (acquired by CDI)

BUILT WITH CLAUDE

- **Sermon Studio.** A research-to-manuscript workflow in Claude Code. The draft and final edit stay mine; it learns from every sermon.
- **Second Brain.** An Obsidian vault run by custom Claude agents, with daily briefs and weekly reviews.

LEADERSHIP

- **Hosted AHEAD Kickoff 2025.** 300 people in the room, about 3,000 employees watching.
- **Speaker and worship leader.** Speak at my church 12 times a year; lead worship 30–40 Sundays.
- **Co-captain, Gummy Bear Hitmen.** Built a 35-player club that made Regionals in its first year.

SKILLS

Discovery and scoping · demo scripting · technical storytelling · presenting
Claude · Glean · Descript · Obsidian
Adobe Creative Cloud: Premiere, After Effects, Illustrator, Photoshop, InDesign, Audition, Lightroom, Firefly, XD

EDUCATION

Communications coursework, 2017–2021 · Lancaster Bible College, Lebanon Valley College, York College of PA · Left to join CDI full time