

BRYCE HOLLOWAY

Director | Producer | Content Videographer | Technical Lead

CONTACT

- 📞 +61 424 428 321
- ✉️ btavis1994@gmail.com
- 📍 South Yarra, Victoria, Australia
- 🌐 bryceholloway.com.au
- 🎬 [Showreel Link](#)

EDUCATION

Queensland University of Technology

2012 - 2015

- B.F.A. in Film, TV and New Media Production
- Minor in Creative Writing

CHANNELS WORKED ON

- PWR
- Click
- Lachlan
- Loserfruit
- The Eboys Podcast
- Swagger Souls
- Misfits
- Lazarbeam
- Many more...



ABOUT ME

Creative and strategic director/producer with extensive experience leading high-impact YouTube content, driving audience growth and engagement. Expert at shaping content strategy, collaborating with creators, and delivering viral videos within branded entertainment, cultural relevance and measurable audience growth.

WORK EXPERIENCE

LEAD PRODUCER (SPECIALISING IN IRL)

PWR

Melbourne, Victoria

November 2022 - March 2026

- Guided and introduced IRL production into a previously primarily gaming channel, teaching workflows, methods and my ideology for IRL YouTube content within budget and time constraints.
- Brought to life PWR's most popular series on the PWR channel, both creatively and technically; **Race to Unreal, Among Us IRL, Room = Concept, etc**
- Delivered end-to-end production on high-pressure YouTube projects, aligning stakeholders, budgets, and creative execution to meet tight deadlines
- Managed complex productions across talent, crew, and brand partners, navigating competing expectations to deliver high-performing content.

SENIOR VIDEO EDITOR

Order/DMH

Melbourne, Victoria

April - July 2022

- Working with Optus, Alienware, and Logitech to produce and shoot product reviews and deliverables.

CONTENT PRODUCER

Misfits Network

Melbourne, Victoria

July 2020 - April 2022

- Editing and channel managing a UK YouTube group's podcast called "**The Eboys Podcast,**" which **peaked at #1 on Spotify UK's podcast charts.**
- Editing various miscellaneous works of the Misfits group relating to their podcast and content channel.
- Worked on ImAllexx's **Spotify Original Podcast "Internet Sensation"**

SKILLS

- **Production Leadership:** Team management, stakeholder alignment, talent hospitality, budget & scheduling.
- **Creative Development:** Audience-focused storytelling, branded content, format ideation.
- **Technical Expertise:** Cinematography, editing workflows, Camera technology, etc
- **Story first approach:** Technical and conceptual choices made with intention.
- **Analytics:** YouTube Analytics, KPI-driven optimisation, social insights.

VIDEOGRAPHER / EDITOR / PRODUCER

Click Channel/Click Management






Sydney, NSW

November 2018 - February 2020

- Creating content with **Lazarbeam, Loserfruit, Bazza, Crayator and Marcus** in the early days of IRL group content on YouTube.
- 10 months being the sole filmmaker for the Click and Double Click YouTube channels.
- **Within 3 months** of starting at Click, the **viewership grew 300%**. (To date: most viewed video @ 28 million views; channel had gained 1.8 million subscribers during my time)
- Click was the biggest group channel in Australia and one of the biggest in the world during its run.

SELECTED PRODUCTIONS

Images are hyperlinked in PDF

THUMBNAIL	TITLE & ROLE(S)	VIEWS	KEY ACHIEVEMENTS
	PWR'S AMONG US IRL SERIES Director, Producer	+30 million views	Directed the "Among Us IRL" has quickly become one of PWR's most popular series, with positive audience reception and widespread engagement.
	PWR: MAKING OF A CHAMPION DOCUMENTARY Co-Producer, Cinematographer, Co-Writer	3 Episodes + Full documentary +1 million views	As part of Screen Australia and YouTube's Skip Ahead program, I helped write and bring to life this 3-part documentary series. Following the best Fortnite Pro in Australia as he enters the world stage.
	RACE TO UNREAL SERIES Director, Producer	+50 million views	PWR's most viewed video and most successful series - this high-energy competitive Fortnite racing format, blends competitive gaming, narrative tension and hilarious drama
	THE EBOYS PODCAST Editor, Channel Manager	+28 million views across YouTube	A collaborative weekly podcast during the lockdown-era of content on YouTube. Unlike polished podcast productions, it leaned into a low-fi, "friends talking online" energy which became a huge part of its appeal.
	CLICK LIE DETECTOR Videographer, Director, Editor	+14 Million	My personal favourite Click video - the 6 hour shoot and the 4 four day edit turn around. It was extremely rewarding seeing our audience love it.

THUMBNAIL



TITLE

WORLDS BIGGEST YOUTUBER HIDE AND SEEK ON F1 TRACK!

Camera, PWR's Technical Lead

CHANNEL / VIEWS

1.5 million

KEY ACHIEVEMENTS

Shot and produced **"50 Hours of Extreme Sports"** with **Red Bull**

As well as PWR's Head of Camera for Lachlan's latest **"Worlds BIGGEST YouTuber Hide and Seek on F1 Track!"** which was shot in Austria.



PWR X NACON/RIG PARTNERSHIP

Director

+180K

Directed PWR's repartnering with **NACON/RIG** in 2024. Using traditional directing and filmmaking techniques and workflows.



ROOM = ??? SERIES

Producer, Director

+10 million views

Originating from **"Room Color = Loadout"**, this original IRL-gaming concept, led a lot of inspired packaging, and similar structure/premise from other's across YouTube including an new PWR format.



CLICK MOST SEARCHED QUESTIONS

Videographer, Director, Editor

+28 Million

This Click video gained over 28 million views and gave the channel rapid growth following upload. To date, it is **my most viewed long-form video** I've led.



THE ULTIMATE RACE FT. MRBEAST

Technical Lead, Videographer

+3.3 Million

Technical execution of the PWR's collaboration with **Mr Beast's Feastables re-launch in Sydney, Australia.**

SELECTED SHORTS

Images are hyperlinked in PDF



AMONG US HIDDEN CAMERA PRANK

Lazarbeam

67 million views



PWR PUPPY DECIDES OUR LIVESTREAM SCHEDULE

PWR

2.9 Million views



A MODERN TRAGEDY

Kewl_and_smert

350K views



\$1 WEBCAM VS \$150,000 WEBCAM!

Lachlan

4.5 million views