

CHRIS SCHULZ

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Summary

I'm deeply passionate about the evolution of media and storytelling, and how brands can meaningfully distinguish themselves at the intersection of creativity and business. I received my MFA in Creative Writing from Columbia, and for the past seven and a half years I've worked in digital production and media alongside some of the most innovative minds in business, comedy, music and entertainment.

Experience

Director, Content Operations, 11/2017 to Current

Baeble Music – NYC / LA

- Conceptualize, write, develop, produce and direct live and scripted musical performances, interviews and original video content (specials, trailers, commercial spots, and promos for Broadcast + OTT) with established and emerging musicians including, James Bay, Sofi Tukker, LAUV, Chvrches, Mumford & Sons, LP, Sigrid, Disclosure, The Wonder Years, Vance Joy, Franz Ferdinand, and more (www.baeblemusic.com)
- Deliver, program and schedule creative content operations totaling 500+ Million views across all video platforms (OTT: SVOD and AVOD) including Roku, Vizio/LG Smart TV Apps, STIRR TV, YouTube, DailyMotion, Amazon Video, and more
- Drive 200,000+ hours per month of viewing globally, a 35% increase from November 2017, with an average watch time of 120+ minutes
- Lead 8-person content operations team in developing new original content and delegate creative responsibilities among in-house editors, content managers and the editorial team
- Head Camera Operator (Sony a Series & Canon EOS Series), Director, Gimbal/Steadicam Operator, Lighting Technician, Audio Capture Engineer, and Editor (FCPX, Premiere, AVID) across all Baeble projects

Founder & Cinematographer, 03/2016 to Current

SchulzFilms – New York, NY

- Develop, budget, write, produce, and shoot projects independently and commercially, for niche digital advertising boutiques and larger clients such as OhMore Media, Saatva, Universal Orlando Resorts, Baeblemusic, Sony Music, 10Ten Media, KonMari Media, and Questus Inc.
- Responsible for +10M video views and massive brand exposure across YouTube and Facebook for brands like Baeblemusic, Sony Music, KonMari Media, and OhMore Media
- For some of my latest work please visit my website: www.schulzfilms.com

Senior Coordinator, Epic Records, 08/2016 to 04/2017

Sony Music Entertainment – New York, NY

- Supported and managed project development and global operations across all departments on behalf of the President (Sylvia Rhone), including A&R, Promotions, Marketing, Video, Art, Radio, Sales and Publicity
- Coordinated Epic's first ever African radio promo tour with Jidenna in 2017, supporting local Nigerian

stations and musicians, driving +200M streams for "Classic Man" and +35M for "Bambi"

- Sourced and generated key sales, radio and streaming data on behalf of the President, influencing record and video releases for 20+ artists across the label, including "goosebumps" by Travis Scott (certified Platinum in March 2017)
- Primary liaison between the President and a vast catalogue of global artists, celebrities, artist managers, and CEO's

Writer & Producer, 08/2015 to 08/2016

CareerBuilder, LLC – New York, NY

- Write and produce of all CareerBuilder online and broadcast content, including 9 national broadcast commercials
- Revitalized the Video Marketing Department and drove over \$162M in SaaS sales in 2016, an 8% increase from the prior fiscal year. (Source: <https://bit.ly/2EN4FRX>)
- Manager and Part-Owner of Chief Creative Officer's personal production company, charged with monitoring the workflow and operations of a complex and rapidly growing business
- Budget, manage and produce large-scale productions totaling over \$5M & 350 employees per year
- Negotiate favorable terms and pricing agreements with locations and vendors, saving at least \$100K annually.
- Camera Operator (RED Cinema Camera), Set Design, Locations Manager, Script Supervisor, Executive Producer, Audio and Lighting Engineer, Voiceover Coach and Scriptwriter

Personal Assistant to Denis Leary, 06/2014 to 07/2015

Apostle Pictures – New York, NY

- Writing Assistant to Mr. Leary for the FX original series 'Sex&Drugs&Rock&Roll'
- Coordinated and managed original cast soundtrack for 'Sex&Drugs&Rock&Roll' at Electric Lady Studios
- Chief liaison and operations manager between FX Networks and Apostle during development and production
- Handled all Public Relations requests, business offers, philanthropic and social obligations, including the LFF

Selected Skills

- Music and Media Content Operations (7 years)
- Media Production, Production Planning, Scheduling, Budgeting, Directing, Finance
- Streaming, Linear + OTT (SVOD, AVOD) Channel Development & Programming
- CMS Fluency (7 Years, Multiple Platforms)
- Audio and Lighting Design
- Music Publishing liaison, Vendor and Contractor Management and Negotiation
- Professional Camera Operator + Video Editing

Education

Master of Fine Arts: Fiction, 2014

Columbia University - New York, NY

Bachelor of Arts: English, 2012

University of Virginia - Charlottesville, VA