



AARON SCHUMANN

SENIOR VIDEO PRODUCER / STUDIO DIRECTOR / FAA PART 107 DRONE PILOT

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Summary:

Dynamic and versatile digital content producer and editor with over 20 years of experience in film, television, marketing, and advertising. Recognized for driving operational excellence and fostering collaboration in creative teams. Skilled in developing innovative strategies to produce captivating content, enhancing brand presence. Licensed FAA Part 107 UAS Operator.

Professional Experience:

Studio Director

Neato | April 2022 - Present

Neato is a fully integrated, strategic Amazon marketplace growth partner providing a global, full-service solution for our brand partners. In 2022, Neato was thrilled to announce that our company was ranked #39 in Inc. 5000's 2022 Fastest Growing Private Companies in America and #1 in Marketing and Advertising.

- Led the creation of Standard Operating Procedures (SOPs), streamlining processes and enhancing creative output.
- Implemented workflow optimization using Monday.com, improving project coordination and delivery.
- Recruited and managed a diverse team of Producers, Coordinators, Videographers, and Video Editors, nurturing a creative and collaborative environment.
- Oversaw recruitment and onboarding, significantly boosting departmental performance.
- Initiated R&D in 3D and AI integrations, positioning Neato at the forefront of creative tech.
- Piloted drone operations, ensuring safety and capturing high-quality aerial footage.
- Developed an equipment inventory system, optimizing resource use and maintenance.
- Directed and produced high-impact video projects for top brands, translating visions into engaging stories.
- Maintained a keen focus on industry trends and technologies to keep the team and projects innovative.

Creative Director

Superhero Productions | June 2017 - Present

Superhero Productions is a boutique production company renowned for its commitment to customer satisfaction. We offer various media production services with a quick-reaction team mentality. As the co-founder and creative director, I lead teams large and small and ensure my clients always get more than they want and faster than they expect.

- Directed the production of diverse digital content for over 65 clients nationwide.
- Successfully expanded the creative team, recruiting top talent and fostering an environment of innovation and excellence. This strategic growth contributed to surpassing year-over-year sales projections, significantly boosting the company's market presence and profitability.





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Former Brands & Projects:

Fortnite | PUBG | Call of Duty Mobile | Supercell | Clash of Clans | Clash Royale | Brawl Stars | Arena of Valor | Allied Esports | Discovery Studios | NFL Films | Trovo | Angry Orchard | Fandom | Screen Junkies | Subaru of America | Yahoo! Sports | Tropiclean | Earth Animal | Rocketbook

Skills:

- Creative Direction
- Budgeting & Problem-Solving
- Project Management
- Workforce Management (Local & Remote)
- Business Development
- Digital Marketing
- Scripting & Branding
- Video Production & Editing
- Drone Operations & Safety

Software:

- Adobe Creative Cloud
- Microsoft Office 360 & Teams
- Monday & Asana
- Slack
- 17Hats CRM
- WordPress
- Hootsuite
- OBS Studio
- Shoflo

Education:

B.S. in Film and Video Production, Cum Laude, **Drexel University**, Philadelphia, PA

Awards:

- **WEBBY AWARD** - People's Choice for Best Travel Video - 2008 - New York City, NY

