

AARON SCHUMANN



PRODUCER / WEBBY-AWARD WINNER

818-280-7765 aaronschumann7@gmail.com Las Vegas, NV

<https://www.linkedin.com/in/aaronschumann/> | www.aaronschumann.com

Summary:

Experienced producer and creative professional with substantial expertise in game development, specializing in orchestrating the production lifecycle of games from concept to release. Skilled in managing cross-disciplinary teams and external collaborations to ensure seamless workflow and high-quality deliverables. Proficient in project management tools and creative software, including Adobe Photoshop and Unity. Known for a strategic approach that enhances product vision and drives operational success in fast-paced, diverse environments.

Professional Experience:

Creative Director

Woo Fortune Cookie | April 2024 - Present

Las Vegas, Nevada, United States

Leads the creative operations for a burgeoning creative agency focusing on a social ranking game platform, The64, set to launch online and as a mobile app.

- Directs a dynamic team of designers, marketers, and social media managers to deliver high-impact multimedia content that drives user engagement and brand visibility.
- Manages critical company projects, leveraging Asana for project tracking to ensure alignment with strategic objectives and timely execution.
- Acts as the primary liaison in stakeholder meetings, fostering relationships with third parties to secure new opportunities and collaborations.
- Continuously evaluates and upgrades technical equipment and software to enhance production quality and team efficiency.

Studio Director

Neato | April 2022 - April 2024

Las Vegas, Nevada, United States

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 #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.
- Initiated R&D in Unity, Unreal Engine, 3D, and AI integrations.
- Directed and produced high-impact video projects for top brands, translating visions into engaging stories.

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Creative Director

Superhero Productions | June 2017 - 2024

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.

Video Editor

Eyestorm Creative | February 2017 - July 2018

Los Angeles, CA

Played a crucial role in video production for significant gaming titles by Supercell and Tencent, contributing to high-profile marketing campaigns.

- Edited engaging video content, including sizzle reels and case studies, for blockbuster games like Clash of Clans and Arena of Valor, which amassed millions of views and enhanced fan engagement.
- Managed post-production workflows for multiple projects simultaneously, ensuring timely delivery and exceptional quality of final products.

Creative Director

Ace Labs LLC | December 2014 - February 2016

Las Vegas, Nevada

Directed the creative and operational aspects of a startup indie gaming company, successfully launching a globally recognized match-3 game on Facebook and mobile platforms.

- Managed a cross-functional team through Asana, coordinating tasks across time zones to align with project timelines.
- Spearheaded collaboration with overseas art and development teams to enhance product quality and maintain coherent creative direction.
- Led the production of all game animations and marketing video content, significantly increasing game visibility and user engagement.
- Implemented rigorous quality control protocols to ensure game integrity and user data security.
- Developed and executed social media marketing strategies, creating high-impact graphic ads that broadened user acquisition channels.

Brand Experience:

Fortnite | PUBG | Call of Duty Mobile | Supercell | Clash of Clans | Clash Royale | Brawl Stars | Arena of Valor | Allied Esports | Discovery Studios | NFL Films | Fandom | Screen Junkies | Subaru of America



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Skills:

- Project Management
- Budgeting & Problem-Solving
- Creative Direction
- Workforce Management (Local & Remote)
- Business Development
- Digital Marketing
- Scripting & Branding
- Licensed FAA UAS Drone Operator

Software:

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

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

- Earned this prestigious award as an independent field producer and videographer, surpassing major competitors like the New York Times.

