

AARON SCHUMANN



STUDIO DIRECTOR / CREATIVE DIRECTOR / FAA PART 107 DRONE PILOT

818-280-7765 aaronschumann7@gmail.com Las Vegas, NV <https://www.linkedin.com/in/aaronschumann/>

Summary:

Accomplished Digital Content Producer and Editor with over two decades of diversified experience in film, television, marketing, and advertising. Renowned for pioneering operational excellence and fostering collaborative innovation within creative teams. Expert in strategizing and executing captivating content production that amplifies brand narratives. Adept in cutting-edge technology applications, including licensed FAA Part 107 UAS operations, enhancing content with aerial videography.

Professional Experience:

Studio Director, Marketing Dept.

Neato | April 2022 - Present

Neato, ranked #39 in Inc. 5000's 2022 Fastest Growing Private Companies in America and #1 in Marketing and Advertising, is a leader in strategic Amazon marketplace growth. As Studio Director:

- Engineered and implemented Standard Operating Procedures (SOPs), significantly elevating process efficiency and creative standards.
- Championed workflow optimization using Monday.com, markedly enhancing project coordination and timely delivery.
- Led and mentored a multifaceted team of Producers, Coordinators, Videographers, and Editors, cultivating a dynamic and innovative creative environment.
- Spearheaded recruitment and onboarding processes, bolstering departmental effectiveness and talent acquisition.
- Pioneered R&D initiatives in 3D and AI technology, positioning Neato as an industry leader in creative technology.
- Commanded drone operations with a focus on safety and high-caliber aerial content production.
- Formulated and managed a comprehensive equipment inventory system, optimizing resource allocation and maintenance.
- Directed and produced impactful video projects for premier brands, adeptly translating brand visions into compelling visual narratives.
- Stayed at the forefront of industry trends and technological advancements, fostering continuous innovation within the team.

Creative Director / Co-Founder

Superhero Productions | June 2017 - Present

As the driving force behind Superhero Productions, a boutique production company known for exceptional client satisfaction:

- Directed the creation of diverse digital content for an extensive client base, covering over 65 national clients.
- Oversaw comprehensive production logistics, ensuring adherence to licensing, distribution, and compliance standards.

Showrunner

“ZWC3” | Allied ESports / A2Z ESports | April - June 2021

Led the production of a high-profile, 3-day live esports tournament at the renowned HyperX Esports Arena in Las Vegas:



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Producer / Editor

“SNS On The Road” | Allied Esports | Feb - July 2021

Spearheaded the innovative video-pilot program for an on-location esports tournament series, culminating in a significant live broadcast event in Las Vegas.

Showrunner

“Trovo Holiday Royale” | Trovo / Allied Esports | December 2020

Executed a series of three 9-day live esports tournaments, each with a \$30K prize pool, achieving record viewership on substantial budgets.

Video Editor / Lead Game Capture Artist

Eyestorm Creative | June 2016- July 2017 - Contractor 2021

At Eyestorm Creative, a leader in advertising and brand engagement:

- Edited compelling video advertisements for top-tier brands such as Supercell and Tencent, leading the game capture team in award-winning campaigns.

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 |

Skills:

- Video Production & Post-Production
- UAS Drone Operations & Safety
- Campaign Development
- Workforce Management
- Project Management
- Creative Direction
- Digital Marketing
- Budgeting
- Branding

Software:

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

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

