

# Aaron Schumann

DIGITAL MEDIA CONSULTANT

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Las Vegas, NV

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## SUMMARY

Creative Director and digital media consultant with 20+ years leading end-to-end creative projects, including website redesign support, digital content ecosystems, and brand storytelling. As a Webby Award-winning content creator, I specialize in managing cross-functional teams, defining creative direction, translating stakeholder input into clear scopes, and delivering polished digital assets on schedule. Deep production background (video, design, motion) with AI-enabled workflows that accelerate iteration and improve consistency.

## WHAT I DELIVER ON WEB REDESIGN PROJECTS

- **Discovery support: goals, audiences, positioning, competitive scan (lightweight, execution-oriented)**
- **Site structure + content planning: page hierarchy, messaging blocks, asset needs, conversion priorities**
- **Creative direction: look/feel references, design guardrails, brand alignment, UI content/visual guidance**
- **Production management: timelines, task ownership, review cycles, stakeholder approvals, QA readiness**
- **Asset creation: photo/video modules, motion snippets, graphics, layout-ready content packages**

## RELEVANT STRENGTHS

- Creative direction + project leadership across multi-stakeholder environments
- Strong content sensibility (narrative, clarity, conversion-oriented messaging)
- Production-scale operations: templates, review pipelines, QA, on-time delivery discipline
- AI-assisted prototyping for faster exploration and approvals (without sacrificing polish)

## LINKS

- Portfolio Website: <https://www.aaronschumann.com>
- LinkedIn: <https://www.linkedin.com/in/aaronschumann/>

## **PROFESSIONAL EXPERIENCE**

**STUDIO DIRECTOR / SENIOR VIDEO PRODUCER at Neato:** Apr 2022 to Present, Las Vegas, NV

- Manages production operations, delivering 150+ high-impact projects annually
- Directs integration of 3D and AI production technologies
- Concepts, pitches, and manages client-facing projects

**CREATIVE DIRECTOR/PRODUCER at Superhero Productions:** June 2017 to Present, Las Vegas, NV

- Led production of 500+ video projects from concept to delivery
- Produced live esports tournaments for Fortnite, Mario Kart, and Call of Duty
- Managed multi-disciplinary production teams and technical resources
- Optimized production workflows to improve efficiency by 40%

**PRODUCER at Allied Esports - 'SNEAKS SHOWDOWN':** March to April 2025, Las Vegas, NV

- Co-produced a 90-minute live esports and entertainment broadcast integrating gaming, live music, celebrity guests, and promotional content tied to the upcoming feature film SNEAKS
- Directed the full production flow, including gameplay sequencing, run of show, talent blocking, camera coverage, and audience engagement
- Oversee all live show operations, including rehearsals, transitions, lighting, audio cues, graphics integration, and in-arena experience
- Collaborated with stakeholders to ensure technical readiness, talent coordination, and cross-functional execution

**CREATIVE DIRECTOR at Woo Fortune Cookie:** Apr 2024 to Feb 2025, Las Vegas, NV

- Directed end-to-end video content creation for social platform launch
- Managed production teams and technical resources across multiple projects
- Reduced delivery times by 25% through workflow optimization

**VIDEO EDITOR at Eyestorm Creative:** Feb 2017 to Jul 2018, Los Angeles, CA

- Delivered 700+ high-impact videos for major brands, including Clash of Clans, Brawl Stars, and League of Legends

**DIGITAL CONTENT CREATOR at Smartshoot (Contract):** Feb 2008 to Jul 2018, Los Angeles, CA

- Delivered 700+ high-impact videos for major brands, including Groupon, Yelp!, and Uber EATS

**CREATIVE DIRECTOR at Ace Labs:** Dec 2014 to Feb 2016, Las Vegas, NV

- Oversaw all creative operations and successfully launched an independent social game on iOS, Android, and Facebook in 15 countries with over \$1M in revenue

## **EDUCATION**

- Drexel University, Philadelphia, PA (2001 to 2005)
- Graduated Cum Laude with a 3.48 GPA
- Specialized in Digital Production and Post-Production Technologies

## **TECHNICAL SKILLS**

- **Creative + Post:** Adobe Creative Cloud (Premiere, After Effects, Photoshop, Illustrator), DaVinci Resolve, Frame.io
- **3D / Interactive Collaboration:** Unreal Engine, Unity (collaboration/production contexts)
- **AI Creative:** Midjourney, Runway, Stable Diffusion, DALL·E; AI-assisted rapid prototyping workflows
- **Project/Workflow:** Asana (Certified), Monday.com, Jira, Trello; Slack/Teams/SharePoint

## **CERTIFICATIONS**

- FAA Part 107 Certified Drone Pilot (Valid through Jul 2026)
- Asana Workflow Specialist Certificate (Valid through Nov 2025)