

Jenni Schalk

Senior Creative Producer, Project Manager & Director

www.jennischalk.com

917.239.3660

jenni.schalk@gmail.com

SKILLS & EXPERTISE

Project coordination, timeline scheduling, and tracking

Oversee video & photo shoots, including locations, casting, crew, and on-set management

Expertise in editorial interviewing and subject matter research

Secure locations, talent, and filming permissions

Proactive client expectation management, including education and addressing feedback

Familiar with branded, ad, non-fiction, social and tv formats & deliverables

Lead content conceptualization and development, including casting, schedule, budget, and creative

Brainstorming and pitch presentation

Write & story produce short and long form scripts including voice overs and narration

Resource prioritization including supervision and hiring vendors, contractors, editors, & producers.

Excels at external stakeholder and cross-functional team communication

Collaborative and creative problem-solver

Proficient with Avid, Adobe Creative Suite, Airtable, Google Suite, Slack, Office

Write, design & review treatments, decks & pitch materials

Experience with wide range of deliverables, including animation, live-action, photography, social and more

Provide creative feedback and story notes

HIGHLIGHTED EXPERIENCE

Content Producer & Creator / Toys'R'Us / 2024 / FREELANCE

- Collaborated with Marketing Director on creative ideas and production planning
- Directed on-site filming with talent and real people
- Shot footage for vertical video and YouTube on-location
- Wrote and edited vertical video (TikTok/Instagram) and YouTube content

Field & Story Producer / The James Beard Foundation / Intersport / 2021-23 / FREELANCE

- Led production team to film interviews, round-table conversations, portraits and b-roll
- Ensured interviews covered brand talking points and met guidelines
- Scripted short-form videos and worked with editors to complete
- Facilitated client & agency notes to deliver videos on demanding schedule

Agency Producer / CNX Conde Nast / The New Yorker Engagement Project / 2020 / FREELANCE

- Oversaw timeline and resource management of The New Yorker's campaign to drive new subscriptions, including 1M production budget
- Led team of creatives to create pitch materials for the client (*The New Yorker*)
- Managed cross-functional team communications between accounts, legal, marketing, creative & client
- Oversaw bidding and award process with world-class external production partners including contracts and licenses
- Led project strategy pivot during Covid from OOH to digital deliverables

VP, Development- TV, Digital & Branded Content / Engel Entertainment / 2015-17

- Led creative development process, creating pitch materials including decks, sizzle tapes treatments, mood boards & one-sheets
- Spearheaded the creation and sale of the company's first branded series, *Northwoods Law: New Hampshire for Animal Planet*, along with multiple pilots
- Pitched concepts to network executives and incorporated feedback
- Managed a team of 10+. Hired and onboarded GFX, editors, and freelancers

Producer / *Ernst & Young C-Suite Wins Series* / Sorrentino Media / 2022 / FREELANCE

- Managed cross-functional communication between EY team and production vendors
- Guided EY executives through the production process
- Directed filming on location, including C-Suite talent
- Wrote scripts, worked with editor to address client notes

Casting Producer / Google Creative Labs / various projects / 2011-17

- Worked with creative teams and directors to identify real-people and interesting stories to showcase new products
- Used creative research and outreach techniques
- Vetted talent to meet brand guidelines
- Collaborated with agencies and clients on pitch materials

Agency Casting Producer / *Always #BecauseImAWoman Campaign* (doc ad) / Moxie Pictures / 2015

- Worked with director to identify talent to address creative brief
- Led talent outreach and compiled one-sheets for agency
- Presented talent to client (P&G) and agency

Content Producer / Arya (tech start-up) / 2022-2023 / FREELANCE

- Created videos for Instagram & TikTok
- Edited sizzle videos for in-app use
- Contributed creative ideas to course and app development
- Managed production budgets

ADDITIONAL EXPERIENCE

FIELD & STORY PRODUCER

Credits include: National Geographic, ABC, Travel Channel, A&E, CNN, TLC, WeTV, PBS, CBC, Climate Reality Project, Bloomberg TV, SPEED TV

DEVELOPMENT & CASTING PRODUCER

Credits include: Google Creative Lab, Always, Airbnb, Love Productions USA - *Great British Bake-Off* Adaptation to US market, Arya

ARCHIVE PRODUCER

Credits include: ABC News, Conde Nast, World Science Festival, A&E, SPEED Channel, NFL Network, Quibi, PBS, feature documentaries, Culture House

EDUCATION

Ohio University | Scripps College of Communication

Visual Communications: Photojournalism

Telecommunications: Video Production