

JENNI SCHALK

Senior Creative Producer, Project Manager & Director

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CORE SKILLS & EXPERTISE

- **Content Production Leadership:** Mastery of full-cycle project management—overseeing coordination, scheduling, budgeting, contracts, and timeline tracking for multiplatform deliverables, including branded, social, non-fiction, TV, live-action, animation, and photography.
- **Creative Development:** Expertise in content development, scriptwriting, treatments, and pitch deck creation.
- **Digital, Social, and Video Production:** End-to-end execution of video, photo, podcast, and live events.
- **Editorial & Storytelling Expertise:** Proficient in research, interviewing, directing, scriptwriting, and editing, with a talent for transforming complex information into clear, engaging visual narratives.
- **Communication & Operations Management:** Proactive leadership of distributed teams and external partners; adept at client management and developing cross-functional processes to streamline operations.
- **Tools & Software:** Skilled with Adobe Creative Suite, Final Cut, Airtable, Google Suite/Office, Slack, Asana, ClickUp, Notion, Frame.io, Canva, CapCut.

HIGHLIGHTED EXPERIENCE

Lead Producer | Newmark Properties Awards | Sorrentino Media | *Freelance, 2025*

- Directed on-location filming with C-suite and executive-level talent
- Wrote scripts and collaborated with editors, incorporating client feedback
- Managed communication among clients, stakeholders, and production vendors
- Worked directly with real people on camera to ensure professionalism and authenticity
- Maintained alignment with brand identity in tone, style, and visual standards
- Guided executives through all stages of production, from concept to delivery

Content Producer & Creator | Toys “R” Us | *Freelance, 2024-25*

- Partnered with marketing to develop creative concepts and production plans
- Leveraged Gen Z trends and meme culture
- Directed shoots with talent and real people, producing vertical and long-form content
- Produced and edited videos for TikTok, Instagram, and YouTube

Field & Story Producer | James Beard Foundation | Intersport | *Freelance, 2021–2025*

- Led teams producing interviews, roundtables, portraits, and b-roll footage
- Scripted short-form videos to meet brand messaging and editorial standards
- Ensured consistency with brand tone, style, and visuals
- Managed client and agency notes to deliver high-quality content under tight deadlines
- Coordinated schedules, approvals, and deliverables with stakeholders and vendors

Agency Producer | *The New Yorker Engagement Project* | CNX Condé Nast | *Freelance, 2020*

- Oversaw timeline and budget for a \$1M campaign to drive subscriptions
- Managed multiplatform deliverables—coordination, scheduling, budgeting, contracts, and timeline tracking
- Secured posthumous commercial usage of Heath Ledger’s likeness (one of dozens)
- Led project bidding, scoping, resourcing, and external creative partner management
- Prepared run-of-shows, production schedules, and contingency plans for teams and vendors
- Directed cross-functional collaboration across accounts, legal, marketing, and creative
- Managed contracts for licensing, appearance clearance, and vendor agreements
- Pivoted campaign strategy from OOH to digital deliverables during COVID
- Oversaw QC and delivery of 100+ creative assets

Vice President, Development – TV, Digital & Branded Content | Engel Entertainment | *2015–2017*

- Directed development of original series, pilots, and branded content, including Animal Planet’s Northwoods Law: New Hampshire
- Led production pitch strategy, balancing creative ambition with operational feasibility
- Created pitch decks, treatments, and sizzles; pitched concepts to networks and executive clients
- Directed filming of pitch materials
- Developed schedules and plans for production teams, vendors, and senior leadership
- Secured company’s first branded series sale to CarbonTV
- Managed a creative team of 10+, hiring and onboarding editors, designers, and freelancers

Content Producer | Arya (Tech Startup) | *Freelance, 2022–2023*

- Managed end-to-end production of original content for web, social, digital ads, and in-app use
- Produced and edited vertical video content for Instagram, TikTok, and in-app channels
- Ensured brand alignment in tone, style, and visuals
- Created sizzle videos and marketing content to support app growth
- Provided creative direction for course and app development

Field Producer | The Travel Channel | *Possessed Pets* | Cream Productions | *Freelance, 2024*

- Led cast and crew on set, ensuring filming stayed on schedule
- Interviewed talent
- Directed B-roll scenes and OTFs
- Provided detailed shoot notes for post-production team

ADDITIONAL CREDITS

National Geographic, ABC, Travel Channel, A&E, CNN, TLC, We tv, PBS, CBC, Climate Reality Project, Bloomberg TV, SPEED TV, BorderlinerNotes, Box Communications, EY, Slate, The Rockefeller Foundation, Elite Trade Championship Series, Google Creative Lab, Always (P&G), Airbnb, Love Productions USA (Great British Bake-off US adaptation), NFL Network, World Science Festival, Quibi, Culture House, Carbon TV

EDUCATION

Ohio University – Scripps College of Communication

B.S. in Visual Communications (Photojournalism)

B.S. in Telecommunications (Video Production)