

JENNI SCHALK

Senior Creative Producer, Project Manager & Director

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PRODUCTION EXPERIENCE

Producer | Newmark Properties Awards | Sorrentino Media | 2025

- Directed on-location filming, including C-Suite and executive-level talent
- Wrote scripts and collaborated with editors to incorporate client feedback
- Managed communication between clients, stakeholders, and external production vendors
- Worked with real people on-camera to ensure messages are delivered in a professional, authentic manner
- Maintained alignment with brand identity across tone, style, and visual standards
- Guided executives through the production process from concept to delivery

Content Producer & Creator | Toys'R'Us | 2024-25

- Partnered with marketing to develop creative concepts and production plans
- Used Gen Z trend and meme culture knowledge base
- Directed shoots with talent and real people, producing both vertical and long-form content
- Filmed and edited videos for TikTok, Instagram, and YouTube

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

- Led production teams for interviews, roundtable discussions, portraits, and b-roll
- Scripted short-form videos, ensuring brand messaging and editorial standards were met
- Maintained alignment with brand identity across tone, style, and visual standards
- Managed client and agency notes while delivering high-quality content under tight deadlines
- Liaised with internal stakeholders and external vendors to coordinate schedules, approvals, and deliverables.

On-Site Events Producer | Babies'R'Us | Kohl's Launch Activation | 2024

- Executed 10 on-site events according to brand directives
- Prepared gift bags prior to arrival for distribution
- Provided customer guidance and direction based on brand guidelines
- Distributed gift bags and instructional materials
- Worked with store management prior to arrival and on-site to ensure the event ran according to plan

On-Site Events Producer | Toys'R'Us | Play Day | 2024-25

- Led events with over 200 attendees, including children and mascot
- Provided customer guidance and direction based on brand guidelines
- Distributed gift bags and instructional materials
- Coordinated with store management prior to arrival and on-site to ensure the event ran according to plan

Field Producer | Elite Trade Championship Series | Intersport | 2022-24

- Prepared filming schedule and call sheets
- Led cast and crew on set, ensuring filming stayed on schedule

- Directed b-roll on location with 2-camera crew
- Interviewed real people, ensuring content and visuals adhered to overall program aesthetic
- Provided detailed shoot notes for post-production team

Producer | *EY C-Suite Wins* | Sorrentino Media | 2025

- Directed B-roll on site at EY offices
- Interviewed C-Suite executives
- Coordinated filming schedule and crew
- Communicated with EY team to incorporate client feedback
- Prepared run of shows, production schedules, and contingency plans for internal production teams, vendors, and senior client leadership
- Worked with editors to deliver final outputs on schedule and budget
- Managed post-production workflows: sound mixing, audio leveling, graphic overlays, captions, and final exports
- Anticipated changes, addressed scope shifts quickly, and maintained alignment with client

Producer | Box Communications | Sorrentino Media | 2023

- Directed clients interviews over Zoom to ensure quality
- Liaised with internal stakeholders and external vendors to coordinate schedules, approvals, and deliverables
- Coordinated filming schedule and crew
- Communicated with clients and internal team to incorporate client feedback
- Scripted videos for online conference
- Maintained alignment with brand identity across tone, style, and visual standards
- Worked with editors to deliver final outputs on schedule and budget
- Managed post-production workflows: sound mixing, audio leveling, graphic overlays, captions, and final exports

Field Producer | The Travel Channel | *Possessed Pets* | Cream Productions | 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

Producer | *EY* | Sorrentino Media | 2024

- Directed B-roll on site at EY offices
- Liaise with internal stakeholders and external vendors to coordinate schedules, approvals, and deliverables
- Provide on-site production direction to internal teams and clients
- Interviewed C-Suite executives
- Coordinated filming schedule and crew
- Communicated with EY team to incorporate client feedback
- Worked with editors to deliver final outputs on schedule and budget
- Managed post-production workflows: sound mixing, audio leveling, graphic overlays, captions, and final exports

Field Producer | The Travel Channel | *Eli Roth Presents: A Ghost Ruined My Life* | Cream Productions | 2023

- 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

Producer | *BorderlinerNotes* | Youtube Series | 2022–2023

- Secured filming locations for interviews and b-roll
- Coordinated travel and meals for 10+ cast and crew including international travel
- Created filming schedule in coordination with director
- Liaises with internal stakeholders and external vendors to coordinate schedules, approvals, and deliverables
- Led cast and crew on set, ensuring filming stayed on schedule
- Supervised and managed volatile cast members during filming

Content Producer | Arya (Tech Startup) | 2022–2023

- Managed the end-to-end production process—developing original content for web, social, digital advertising and in-app use
- Produced and edited vertical video content for Instagram, TikTok, and in-app use
- Maintained alignment with brand identity across tone, style, and visual standards
- Developed sizzle videos and marketing content to support app growth
- Contributed creative direction for course and app development

Fixer | CBC | *The Nature of Things* | 2022

- Secured budget-approved filming locations to meet director's creative needs

Archive Producer | Quibi | *What We Keep* | Story Syndicate | 2021

- Researched subject matter, gathering licenseable photos and videos
- Organized clips for editors and producers
- Responded to producers requests for specific images and clips
- Secured rights to celebrity likenesses
- Prepared deliverables including license agreements, cue sheets and footage reports

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

- Oversaw production timeline and budget for \$1M campaign to drive subscriptions for *The New Yorker*
- Owned management —coordination, scheduling, budgeting, contracts, and timeline tracking of multiplatform deliverables
- Obtained the only posthumous commercial usage of Heath Ledger's likeness, among dozens of others
- Led project bidding, scoping, resourcing and management of multiple external creative partners
- Prepared run of shows, production schedules and contingency plans for internal production teams, vendors, and senior client leadership
- Managed cross-functional collaboration across accounts, legal, marketing, and creative teams
- Secured and managed contracts for licensing, appearance clearance and vendor agreements
- Led campaign strategy pivot from OOH to digital deliverables during COVID
- Ensured final QC & delivery of 100+ creative deliverables

Field Producer | *90-Day Fiancee: Happily Ever After* | TLC | Sharp Entertainment | 2019

- Directed talent during a live reunion special
- Filmed OTFs in tense situations
- Managed strong personalities during filming

Field Producer & Fixer | *Agents of Change* | Bunya Productions | 2019

- Worked with Australian documentary film crew to facilitate a week-long international shoot in Washington D.C.
- Researched and booked travel and lodging for crew and talent
- Ensured day-of operations ran according to schedule
- Managed crew to accomplish editorial needs
- Troubleshoot issues on-site

Archive Producer | Lee Fields The documentary (feature)| First Oktopus | 2019

- Researched subject matter, gathering licenseable photos and videos
- Organized clips for editors and producers
- Responded to producers requests for specific images and clips
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses

Field Producer (short form travel) | *OTPYM: Australia* | Tourism Australia | 2018

- Directed talent on site, traveling Australia for 3 weeks
- Ensured day-of operations ran according to schedule
- Managed crew to accomplish editorial needs
- Coordinated crew travel documents including carne

Development Consultant | Catahoula Entertainment | 2018-19

- Researched network and platform trends and mandates
- Performed outreach to potential talent
- Wrote treatments and pitch materials
- Scripted sizzles and pitch tapes

Field Producer | *Light Up The Night* (CNN) | Cream Productions | 2018-19

- Secured filming locations for high-profile talent
- Ensured day-of operations ran according to schedule
- Managed crew to accomplish editorial needs
- Coordinated travel for interview subjects

Archive Producer | MTV Upfronts | Culture House | 2017

- Researched subject matter, gathering licenseable photos and videos
- Organized clips for editors and producers
- Responded to producers requests for specific images and clips
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses

Producer (documentary, short form) | *The Climate Reality Project: 24 Hours of Reality* | Shoulder Hill Productions | 2017

- Researched subject matter, preparing outlines and prep documents
- Wrote interview questions, scripts, call-sheets
- Sourced international fixer and crew for filming
- Prepared filming prep documents for fixer including shot lists, outlines, and interview questions
- Scripted in foreign languages
- Coordinated with foreign crew to obtain all necessary footage for edit
- Secured Locations
- Worked with editors to deliver outputs on schedule and budget
- Managed post-production workflows: sound mixing, audio leveling, graphic overlays, captions, and final exports

Writer | James Beard & Woodford Reserve series (web, short form) | Intersport Productions | 2017

- Wrote 3 x :30 / 2 x :60 polished scripts for edit

Archive Producer | World Science Festival | 2017

- Researched subject matter, gathering licenseable photos and videos
- Organized clips for editors and producers
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses

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

- Spearheaded development of original series, pilots, and branded content--resulting in the long-running series Animal Planet's *Northwoods Law: New Hampshire*
- Led production pitch strategy, balancing creative ambition with operational feasibility
- Created pitched decks, treatments, and sizzles
- Pitched concepts to networks and executive-level clients
- Directed filming of pitch materials
- Prepared production schedules and pitch plans for internal production teams, vendors, and senior client leadership
- Secured the sale of the company's first branded series to CarbonTV
- Managed a creative team of 10+, hiring and onboarding editors, designers, and freelancers

Archive Producer | *Catching Odell* | NFL Network | Engel Entertainment | 2017

- Researched subject matter, gathering licenseable photos and videos
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses
- Prepared deliverables including show bible, shot sheets and EDLs

Casting Producer | Me|We Campaign (documentary ad) | Airbnb | 2017

- Sourced dozens of real people for a national ad campaign to meet the directing teams needs
- Booked real-people for filming
- Researched and vetted talent to align with campaign creative brief
- Acted as a brand ambassador to brand, building trust toward talent participation

Casting Producer | *Various Freelance Projects* | Google Creative Lab | 2011–2017

- Collaborated with creative teams and directors to source real people and authentic stories that highlighted Google products and mission
- Researched, vetted, and cast talent to align with brand guidelines
- Facilitated streamlined communications with talent through production

Producer | *Crime Scene Cleaners Branded Content* | Slate Magazine | 2016

- Researched subject matter and experts
- Performed outreach to potential talent
- Booked talent for photoshoot
- Booked documentary photographer and writer
- Managed timelines to ensure output delivery on schedule

Agency Casting Producer | P&G, Always #BecauseImAWoman Campaign | Moxie Pictures | 2015

- Led casting process for a documentary-style ad campaign

- Prepared pitch material for agency producers and director
- Booked real-people for filming
- Directed outreach, compiled talent one-sheets, and presented final selections to client and agency

Story & Casting Producer | The Rockefeller Foundation WorkShift: Good Jobs For All | Purpose | 2015

- Coordinated photoshoot, including
- Researched subject matter, creating resource documents for team members
- Booked real-people for photoshoot

Development Writer | Various Projects | Mssng Peces | 2015

- Researched subject matter
- Wrote treatments, working with client to incorporate notes
- Designed pitch deck

Talent & Casting Producer | *Stitch Masters* | FYI | Love Productions | 2014

- Led casting of hosts and competitors for an amateur sewing competition series pilot
- Searched online for potential cast, pre-interviewing
- Researched potential hosts, performed pre-interview
- Assisted producer for bio pack filming, ensuring we met production goals

Casting Producer | *Alaska Island Project* | Magilla Entertainment | 2014

- Researched subject matter
- Booked real-people for pitch tape filming
- Performed outreach to individuals in remote locations
- Recorded and edited zoom interviews

Development Producer | Love Productions USA | 2013-14

- Assisted SVP with the development of original series, pilots, and branded content
- Strategized for pitches, balancing creative ambition with operational feasibility
- Researched potential concepts
- Created pitched decks, treatments, and sizzles
- Booked real-people for filming
- Vetted talent, concepts and pitch decks
- Stayed apprised of industry trends and network mandates
- Worked with editors to deliver outputs on schedule and budget
- Pitched concepts to networks and executive-level clients
- Directed filming of pitch materials
- Prepared production schedules and pitch plans for internal production teams, vendors, and senior client leadership

Story Producer | *BRINK* | Bloomberg TV | Star Crossed Pictures | 2013

- Researched potential stories, vetted for potential filming
- Pitched story ideas to producers and network executives
- Booked real-people for filming
- Prepared and distributed call sheets
- Secured filming locations for interviews and b-roll
- Worked with editors to deliver outputs on schedule and budget

Producer | *The Dilleys Grow Up: A Diane Sawyer Special* | ABC Longform Unit | 2011-13

- Prepared call sheets and filming
- Booked crew
- Traveled on-site to lead filming
- Directed interview and vertie filming
- Worked with editors to deliver outputs on schedule and budget
- Organized massive footage archive, creating selects from 18 years of footage

Field Producer | *Antler Empire Sizzle* | National Geographic | Sharp Entertainment | 2013

- Scouted locations
- Created filming plan on-site
- Directed real-people in dangerous conditions
- Interviewed experts
- Worked with film crew in challenging weather conditions to meet storytelling needs

Associate Producer | *20/20 on We Tv* | ABC News Productions | 2010-11

- Performed outreach to verify updates to high-profile news stories
- Updated factual information for producers
- Prepared deliverables including cue sheets and annotated scripts
- Worked with editors to deliver outputs on schedule and budget

Coordinating Producer | *National Geographic at 125* | National Geographic Channel | Pangolin Pictures | 2012

- Researched scientific concepts, prepared outlines, and interview questions
- Pitched segments for production
- Booked crew for interview and b-roll shoots
- Assisted producer on-site, ensuring we met production goals
- Booked interviews with leading scientists and National Geographic Explorers
- Secured locations for interview and b-roll filming including NASA rocket launch, BSL-4 Lab, Lawrence Livermore National Laboratory and more
- Prepared call sheets and filming schedules
- Worked with editors to deliver outputs on schedule and budget
- Directed crews on site, filming b-roll and interview
- Licensed footage and images from major archive houses and universities
- Prepared deliverables including show bibles, annotated scripts, shot sheets, cue sheets, and EDLs

Co-Producer | *Hollywood's Hottest Car Chases* | SPEED Channel | Pangolin Pictures | 2010

- Researched films, actors, and BTS information, compiling outline for interview and filming prep
- Assisted producer on site, ensuring we met production goals
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses including, Universal, Sony, Warner Brothers, NBC, CBS, ABC, Getty, WPA Film Library, UCLA, BBC and more
- Performed cold-outreach to potential resources, sourcing cars, experts and archive materials
- Booked Interviews with celebrity talent, stunt drivers, film experts and media personalities
- Secured locations for interviews and b-roll including access to stunt driving
- Ensured program adhered to SAG/DGA agreements and compensation
- Prepared call sheets and shoot schedules
- Booked crew for interview and b-roll shoots
- Prepared deliverables including show bibles, shot sheets, cue sheets, and EDLs

Associate & Archive Producer | *JAWS: The Inside Story* | A&E: The Biography Channel | Pangolin Pictures | 2009

- Researched subject matter, compiling outline for interview and filming prep
- Booked Interviews with Steven Spielberg, Richard Dreyfuss, XXX and 20+ cast & crew
- Uncovered hundreds of unpublished behind-the-scenes images
- Secured filming locations for interviews as well as segments with Monterey Bay Aquarium and deep-sea fishing with NOAA scientists
- Assisted producer on site, ensuring we met production goals
- Performed cold-outreach to potential resources
- Ensured program adhered to SAG/DGA agreements and compensation
- Booked Crew and prepared shoot schedules
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses
- Prepared deliverables including cue sheets, show bibles and EDLs

Associate & Casting Producer | *Secret Lives of Women: Mothers of Murderers, Cults* | WeTV | Pangolin Pictures | 2008-09

- Researched subject matter, compiling outline for interview and filming prep
- Booked real-people for filming including cult members, experts and mothers of incarcerated individuals
- Secured filming locations for interviews and b-roll filming
- Assisted producer on site, ensuring we met production goals
- Performed outreach to people, discussing sensitive topics like death and loss
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses
- Booked crew for interview and b-roll filming
- Prepared deliverables including show bible, cue sheets and EDLs

Associate & Archive Producer | *Animal House: The Inside Story* | A&E: The Biography Channel | Pangolin Pictures | 2008

- Researched subject matter in-depth, preparing outlines and outreach databased
- Booked Interviews with high profile talent including John Landis, Karen Allen,
- Sourced filming crew including DP, Sound PA
- Booked travel for crew
- Assisted producer on site, ensuring we met production goals
- Secured locations for interviews and b-roll filming
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses
- Ensured program adhered to SAG/DGA agreements and compensation
- Prepared deliverables including show bible, cue sheets and EDLs

Archive Producer | *Biography: Hugh Jackman* | A&E: The Biography Channel | Pangolin Pictures | 2007

- Researched subject matter, gathering licenseable photos and videos
- Organized clips for editors and producers
- Responded to producers requests for specific images and clips
- Prepared deliverables including show bible, shot sheets and EDLs
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses
- Ensured program adhered to SAG/DGA agreements and compensation

Archive Producer | *Biography: Emma Thompson* | A&E: The Biography Channel | Pangolin Pictures | 2007

- Researched subject matter, gathering licenseable photos and videos
- Negotiated licensing contracts for film clips from major studios, universities, and archive houses
- Prepared deliverables including show bible, shot sheets and EDLs

- Ensured program adhered to SAG/DGA agreements and compensation

Associate Producer & Office Manager | Z Creative | 2006-2007

- Assisted producers, editors and designers in day-to-day operations
- Managed schedule for 6 edit bays
- Organized office communication
- Planned company events

EDUCATION

Ohio University – Scripps College of Communication

B.S. in Visual Communications (Photojournalism)

B.S. in Telecommunications (Video Production)

ADDITIONAL SKILLS

- Editing: FCP, Avid, Adobe, Cap Cut
- Design: Photoshop, Canva, InDesign
- Data Management: Airtable, Google Suite, MS Office, Notion
- Project Management: Slack, Asana, ClickUp, Frame.io
- AI: Chat GPT, Sora, Perplexity