

DAN SCHIFFMACHER

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WORK EXPERIENCE:

PRODUCTION OPERATIONS COORDINATOR *Goalcast, Inc, May 2021 - Present*

- Work with content and distribution teams to establish a realistic and sustainable release schedule
- Manage Direct report and offer guidance to delegate tasks to help core content teams
- Track production across all shows and problem solve any blockers
- Lead projects that work towards company wide goals related to production.
- Connect with International teams and develop workflows in tandem with normal project development
- Assist in development of OTT content and app creation (using JW Player, Accedo)
- Negotiate and track contracts for production related softwares
- Research new tactics and use automations through zapier and other logic based automation systems to make processes more efficient
- Create and manage upkeep of process documents to help enforce existing workflows
- Set up and maintain Iconik Media Asset Management system, creating joint archive workflow across multiple cloud storage systems (lucidlink, backblaze, amazon s3)
- Create bases, interfaces, and dashboards in Airtable to organize production, and connect data
- Troubleshoot IT issues remotely with production software, programs, or computer issues.

VIDEO EDITOR *Goalcast, Inc, Oct. 2019 - May 2021*

- Create *Lifestory* branded videos for audience of 35 million
- Search for broll, score videos, edit to template specifications
- Design/Create Motion Graphics Templates (MOGRT) in After Effects, streamline process for freelancers
- Format every video per different social platform
- Help with the development of scripts, Pitch ideas for new potential tentpole videos
- Use frame.io, slack, and asana for project management

LEAD VIDEO EDITOR *Norton Norris, Inc, Aug. 2017 – Oct. 2019*

- Set up, Film on location interviews for clients
- Plan, film, and edit Spots for TV
- Format and traffic TV spots to stations
- Use interviews and other footage to create engaging videos for social
- Assist with designing and creating Email marketing blasts using Campaign Monitor
- Create advertisements (Outdoor, Print and PPC) using Adobe Illustrator/Photoshop
- Brainstorm and create new campaigns to pitch to clients
- Organize and setup projects in Basecamp
- Set up and produce online live Virtual Training sessions in GoTo Meeting/ GoTo Training
- Manage intern, distribute projects and review work to fit company and client standards

VIDEO EDITOR/GRAPHIC DESIGNER *Vibrant TV Network, Oct. 2014 – Aug. 2017*

- Upload and manage content through Hulu's Partner Portal Backend, Upload and manage VOD content through Ooyala backend
- Direct/Edit short commercials for broadcast use, edit short promotional videos for different shows for broadcast.
- regularly update Vibrant TV website using Joomla.
- Write scripts/film/edit short spots to promote the network
- Ingest and cleanup Infomercials for broadcast, edit full shows (S&P, commercial breaks) for broadcast and VOD
- Create and manage youtube channel, using marketing techniques through annotations and releasing videos daily
- Create graphics for website/ads to be used on Roku platform/Amazon platform/facebook advertisements
- Create graphics to be used for outdoor advertising-Billboards, Bus Stations, trains, Magazines using InDesign
- Help program schedule for broadcast shows, as well as paid programming using Cinegy; Create walls/graphics for shows

VIDEO EDITOR/PRODUCTION ASSISTANT *ReelPaws Productions, Dec. 2016 – Mar. 2017*

- Edit Videos for clients for different projects, Assist in Production with Audio/Camera work
- Create graphics for projects using Adobe After Effects
- Write scripts for videos (pre-production)

OTHER RELEVANT WORK

Video Editor/Graphics (Freelance), *Creative Co-op, 2021 -Present*

- Create animated thirds and graphics using After Effects
- Complete Video projects from various clients, with tasks including:
 - Syncing footage from multicam shoots
 - Creating stringouts of interviews
 - Light Color Correction and Audio cleanup

Video Editor/Graphics (Freelance), *Dr Mike, 2020*

- Create animated graphics using After Effects
- Edit full YT episodes for timely release
- Use frame.io for project management

Video Editor/Graphics (Freelance), *Valnet, 2015-2017*

- Edit list style videos for multiple YouTube channels (TheGamer, CBR, Screenrant)
- come up with new concepts for original shows
- Edit longer, 20min theory style videos enhanced by After Effects

Video Director/Producer (Freelance) *Improv Nerd, 2014- present*

- Film and multicam edit clips from live shows for weekly podcast/blog *Improv Nerd*
- Create promo videos, edit audio podcast using Adobe Audition/Premiere
- Manage Patreon account, release content regularly

Videographer/Graphics (Part Time) *Improv Olympic, 2014-2015*

- Design Short animations to be used before and after new videos on iO Comedy Network. (as part of rebranding)
- Help shoot sketches/create graphic bumpers, film live events using ENG style cameras

Video Editor/PA (Freelance) *20/20 Communications, 2014*

- Worked as a PA on set for AmericanAcademy of Pediatrics shoot, monitoring audio levels/setting up lights and equip.
- Edited together/finalized training video for *Riddell Insight* helmet product line.
- Translated scripts for prompter, animated logo for MAT--(Metropolitan Air Tech)
- Photographed and photoshopped different types of Blades/Razors/Hospital Equipment for promotional use.

Office PA/Set PA/Story PA (Full Time), *Left/Right Productions, 2014*

- Captured story, scheduled hotels, drove crew, organized expenses/invoices for AMC show "Untitled Wrestling Project"

EDUCATION:

SUNY AT BUFFALO *Buffalo, NY*

Bachelors of the Arts *Department of Media Study*

Concentration: Media Production **Graduation Date:** May 2009

SKILLS/OTHER:

- 16 years editing experience (5 years FCP 7, 11 Years Premiere Pro) Fluent in Adobe Creative Suite, familiar with Element 3D plugin, Plural Eyes.
- 11 years Improv Comedy experience., graduate of iO Chicago Theatre Improv program