

Zachary "Zach" Baum

☎ (415) 272-6990 📍 <https://vimeo.com/210989802/84ada450ba> 🌐 www.zachbaumfilm.com
✉ zach@thenewracket.com 🌐 San Francisco, CA
📄 www.linkedin.com/in/zach-baum

Work experience

📅 06/2019 – PRESENT

📍 SOUTH SAN FRANCISCO, CA

Digital Producer, Video Walmart.com

- Produces video shoots for digital and in-store platforms by scheduling locations, vendors, and talent.
- Works with stakeholders to align production schedules.
- Coordinates, schedules, and oversees all production elements for digital video requests submitted to the photo studio.
- Works with account managers, creative directors, and video crews to fulfill requests from business partners to develop creative strategies for maintaining brand style and high-quality execution.
- Handles an array of video requests, from stop-motion to gif to live-action.
- Defines the studio video process and messaging around video offerings.

📅 09/2018 – 03/2020 📍 SAN FRANCISCO, CA

Freelance Video/Audio Producer Self-Employed

- Performed full-service video and audio production for corporate clients, including Airbnb, from development to delivery.
- Offered assistance with branding, concept development, and social media strategy to clients.
- Provided production scheduling, equipment (including camera and sound), and post-production rig (including computer and software) for project completion.

📅 03/2018 – 09/2018 📍 SAN FRANCISCO, CA

Social Video Producer CBS Interactive (Gamespot.com)

- Edited short gaming and entertainment videos for daily publication on Facebook, Twitter, and YouTube that reached over 4 million subscribers.
- Followed fast-paced timeline that required constant attention to an evolving project slate.

Work experience

- Executed on sponsored content at the request of business partners.
- Developed ideas for the Social Video and Growth & Engagement teams for gaming and culture news optimized for social media or easy consumption.
- Tracked video performance & metrics on Facebook to share findings with stakeholders to implement on future projects.

📅 11/2017 – 03/2018 📍 PALO ALTO, CA

Media Production Supervisor Parent Lab Inc.

- Created and defined production scheduling, workflow, and practices for content creation.
- Maintained constant lines of communication with producers, researchers, and creative directors throughout the production process.
- Developed, recorded, and edited podcasts for daily mobile publication.
- Organized, prepared, and completed pre-production, production, and post-production for product/company branding commercial. Coordinated all production scheduling.
- Interviewed and hired assisting employee.

Education

📅 08/2012 – 09/2016 📍 NEW YORK, NY

BFA: Film and Television Production New York University

Minor in Business of Entertainment, Media, and Technology

Skills

📄 PRODUCING

Scheduling
On-Set Production
Post Producing

