

CURTIS SCHMIDT

📞 312.320.6556

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📍 Chicago, IL



👤 Experienced video marketing leader with a proven track record in high-impact content strategies. Skilled in video production, post-production, and multi-channel distribution, I've driven audience engagement and ROI through data-driven campaigns. Seeking a Director of Video Marketing role to leverage creative storytelling for brand growth.

🌐 Website

www.curtisschmidt.com

💡 Skills

Video Strategy & Creative Direction

- Multi-Channel Video Campaigns
- Creative Direction
- Storytelling & Script Development
- AR/VR Content Creation

Production & Post-Production

- Video Production Lifecycle
- Post-Production Workflow Optimization
- Budget Management
- Vendor/Client Management

Team Leadership & Stakeholder Engagement

- Cross-Functional Team Leadership
- Stakeholder Management
- Project Management

Analytics, Optimization & Emerging Tech

- Analytics & Insights
- SEO for Video
- Social Media Video Metrics & Optimization
- Content Distribution & Optimization
- AI & Emerging Technologies

📄 Professional Experience

Video Marketing Consultant

Oct 2023-Present

Steel Wool Games, Las Vegas, NV

- Developed and executed B2C video content marketing strategies for social media platforms, driving 211K views and a 35% engagement increase within the first two weeks of launch.
- Directed end-to-end creative strategy, scriptwriting, and messaging for the PS5, PSVR, and Oculus Quest launch of Five Nights at Freddy's: Help Wanted 2, resulting in increased brand visibility and audience engagement.
- Led cross-functional communication across marketing, sales, engineering, and C-suite stakeholders to define video content messaging and ensure consistent progress tracking for product launch success.

Director of Video Marketing / Sr. Video Editor

Dec 2018- Oct 2023

Level Ex, Chicago, IL

- Led video content development for B2B and B2C medical and space health EdTech across mobile, PC, and VR/AR platforms, driving a 40% market share increase through targeted video strategies.
- Collaborated with B2B clients to create customized video marketing solutions, achieving a 7:1 ROI by aligning content with client goals and audience needs.
- Leveraged customer feedback and data analytics to refine video marketing strategies, resulting in a 70% increase in audience engagement across platforms.
- Directed video content creation for social media, live events, and webinars, contributing to a 40% increase in marketing qualified leads (MQLs) through compelling and targeted campaigns.

Video Post-Production Manager/ Sr. Video Editor

Jul 2014- Nov 2018

Curiosity Productions, Chicago, IL

- Led video marketing strategies and coordinated with third-party teams for product launches, increasing client sales by 35% through impactful video content.
- Spearheaded video-driven sales strategies through social media, resulting in a 300% profit increase over two years by leveraging targeted campaigns and audience engagement.
- Directed creative video strategy, scriptwriting, and editing for top agencies, consistently delivering high-quality content that exceeded client expectations and boosted brand performance.
- Optimized post-production workflows, reducing project timelines by 30% and improving efficiency through streamlined video editing processes.

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Technical Skills

- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop)
- Final Cut Pro
- DaVinci Resolve
- Jira, Asana, Trello
- Frame.io
- Microsoft Office
- Google Workspace (Docs, Sheets, Drive)
- Content Analytics Tools (Google Analytics, YouTube Analytics, LinkedIn)
- Screen Recording Software (Camtasia, OBS Studio)
- Audio Editing Software (Audacity, Adobe Audition)
- AI Video Tools (Descript, Chat GPT, MidJourney)

Certificates

Product Management Immersion Course

Career Foundry

2023-2024

Generative AI for Product Managers

Coursera

2024

Education

Associates Degree-Video Production

MATC- Award Winning Milwaukee Public Television Station

1997-1999

Film Coursework

University of Wisconsin-Oshkosh

1993-1996