

New York, NY 10567 ♦ (917) 476-8622 ♦ david@davidherman.tv
Portfolio can be found at www.davidherman.tv

PROFESSIONAL SUMMARY

Experienced Executive Producer skilled at creating compelling work that consistently delivers on the demands and creative input of multiple stakeholders. Adept at combining aesthetic judgment accompanied by technical expertise, excellent communication and management skills with a proven track record. Background includes writing, producing and editing award-winning short form creative and co-branded content for TV and Cable Networks, Linear and Digital Platforms, Ad Agencies and Creative Boutiques.

SKILLS

- Writing
- Producing
- Directing
- Editing
- Final Cut Pro X, Premiere Pro, AVID
- Sony FS7, DJI Osmo
- Content Creation
- Integrated Marketing

WORK HISTORY

Executive Producer/Writer/Editor

2015 – Current

David Herman Productions

New York, NY

Write, produce and edit launch spots, promo campaigns, and other marketing materials for Creative Agencies, Cable and Broadcast Networks. Develop and produce compelling experiential marketing events.

- NBC/COZI-TV - write, produce, edit and publish promo campaigns and social media videos translating into millions of views on YouTube and Facebook.
- \$100000 Pyramid Show - BTS Producer for season 4 of the show. Managed a team of 6 to create a 360 degree vantage of ABC's hit show starring Michael Strahan.
- Anthony Bourdain's Parts Unknown - Pitched and Produced the Promax Gold Award winning launch campaign for the new season.
- Jaguar/Mindshare Entertainment - Produced the Detroit execution of "The Audition," an experiential marketing event in which consumers star in a pre-produced action film which is then sent to their email so they can share on Facebook, resulting in through the roof shares and over 50M views.

Clients include: Hogarth Worldwide, J Walter Thompson, Food Network, Cooking Channel, IFC, PBS, CNN, NBC, ABC, Sony Pictures Entertainment.

Executive Producer Integrated Marketing

2001 – 2015

VIACOM/TV Land

New York, NY

Led the TV LAND producers' group with nine direct reports ('01-'06) including senior producers, writer/producers, APs, PAs, and the Director of Operations. Produced and directed countless brand integrations and partnerships, movie promotions and sponsorship executions.

- Executive produced and directed a partnership with IKEA in which we did a makeover of the stars' dressing rooms (Betty White, Valerie Bertinelli, Wendy Malick and Jane Leaves) for a Hot in Cleveland integration.
- Managed TV Land's flagship sponsor franchise, Best Night In, which brought in over \$25M in Ad Sales revenue annually. This involved working with clients ranging from packaged goods to Pharma in custom hosted

- Developed, produced and directed custom co-branded content with L'Oreal and TV Land.
 - Field produced pieces shot at Joshua Tree National Park for Toyota.
 - Developed movie promotion franchises for Nick at Nite and TV Land, working with A-List talent (Steve Martin, Robin Williams, Matthew Broderick, Steve Carell, Danny Devito and more) to create unique spots.
 - Built a brand partnership with Meredith Corporation, leveraging their Cooking Light Magazine chef to make how-to cooking segments with our Best Night In host.
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Senior Producer/Supervising Producer Brand Creative Group **1995 – 2001**
VIACOM/Nick@Nite/TV Land **New York, NY**

Developed and produced award winning creative work for On-Air Promotion, Ad Sales Marketing, Affiliate Sales, and Nick Movies.

- Produced and directed custom co-branded movie vignettes for Paramount Pictures' Austin Powers: The Spy Who Shagged Me featuring Mike Myers, Heather Graham and Rob Lowe.
 - Produced and directed multi-layered animated brand spot for NICK JR. - NY Film Festival Award winner
 - Developed and produced Nick Movies animated brand logo to precede Harriet the Spy in theatrical release - World Animation Festival winner
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Coordinating Producer/Segment Producer **1994 – 1995**
NFL Films **Mount Laurel, NJ**

A fellow Grey exec, Rob Sorcher (now head of content for Cartoon Network) brought me in to produce for "Grunt and Punt," an animated/live action series in which we cast Darrell Hammond (of SNL fame) as the voice of "Punt."

- Produced field segments featuring NFL stars like Reggie White, Bruce Smith, Steve Young and more
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Producer **1989 – 1994**
Grey Group **New York, NY**

Hired by Head of Production to run campaigns for Consumer Product Goods. Role involved generating production budgets, schedules, and managing ornery creative teams. Clients include: Kraft General Foods, Procter and Gamble, Panasonic, Canon Cameras, etc.

- Supervised Post-Production involving extensive special effects compositing on Honeycomb cereal campaign
 - Assistant Producer on Clio Award-Winning Kool Aid "Human Cartoon" Campaign
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EDUCATION

BA
University of Pennsylvania

ACCOMPLISHMENTS

- Karate, 3rd degree black belt instructor in Uechi-Ryu Karate.
- Judo, Queens Judo Center with Sensei Hank Kraft, 4 years.
- Kendo, Ken-Zen Institute, Yushinkan Dojo.
- Wrestling, division 1 collegiate, 2 years.
- Awards: New York Film Festival, Promax/BDA, CTAM MARK, World Animation Celebration, Effie, Ad Age: Media Planner of the Year.