

DAVID HERMAN

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Writer, producer, director, and editor of award-winning creative content for broadcast, digital and streaming platforms.

A motivated and passionate leader of creative teams.

Brand builder. Relationship builder. Storyteller. Mentor.

SKILLS

Adobe Creative Suite: Premiere Pro, After Effects
Davinci Resolve, FCPX

AVID Media Composer
Blackmagic Cameras

PROFESSIONAL EXPERIENCE

NBC Universal/NBCLX - New York, NY

03/2020 – Now

BRAND PRODUCER/EDITOR

Edit:

- For the launch of NBCLX, created ALL On-Air promos, branding materials for the network of affiliates, mastering short form content and digital delivery via Signiant for linear broadcast and use across all platforms.
- Work as a fully remote employee from day one, becoming truly self-sufficient by solving problems that came up whether it was a Premiere/After Effects challenge or a technical issue with a deliverable. If something needed to be done, I was there to do it and I got it done.
- Sweeten audio and perform audio mixes on all promos adhering to internal quality control and to broadcast standards.

Campaign Development and Social/Digital Engagement:

- Direct shoots in the field with a crew to cover events and interview subjects for brand promo campaigns.
- Create customized affiliate market-based promo campaigns for tentpole events on all platforms: linear, social, OTT and digital distribution, generating big gains in the core audience.
- Shoot custom elements with Black Magic URSA cameras to create compelling IDs.

Project Management:

- Develop edit workflow processes for the brand team and trained new producer/editors in NLE practices, acquiring media, and creating graphics in After Effects.
- Coach and mentor junior producers in the creative development of promos and branding elements including script review, graphics creation, and mastering of all deliverables.
- Manage external production companies in out of house shoots.
- Coordinate with the broadcast studio to shoot talent in Dallas for branding and network promos.

Awards:

NBC's GEM Award: Granted for team leadership in stepping in to manage the daily News Editorial meeting.

NBC Universal/COZI TV - New York, NY

04/2018 – 03/2020

WRITER/PRODUCER/EDITOR

Campaign Development and Social/Digital Engagement:

- Wrote, produced, and edited promo campaigns, short form creative, and social media content for On-Air and digital, translating into millions of views on YouTube and Facebook.
- Created show graphics for promos in After Effects.
- Wrote and edited the promo campaign for the launch of *The Office* by using popular existing shows to introduce it to a new audience.
- Sound designed animated promos using an extensive sound effect library.
- Managed motion graphics animators in the execution of custom promo elements.

David Herman Productions - New York, NY

03/2015 – 04/2018

WRITER/PRODUCER/EDITOR

Campaign Development:

- **Anthony Bourdain's Parts Unknown** - Pitched and Produced the Promax Gold Award winning 360° launch campaign for the 6th season of the show.

Production Management:

- **Jaguar/Mindshare Entertainment** - Produced the Detroit execution of "The Audition," an experiential marketing event in which consumers star in a pre-produced action film. The film was then shared with the participants for exploitation on their socials, resulting in through the roof engagement and over 50M views.
- **\$100,000 Pyramid Show** - Season 4 BTS Producer. Managed a team of 6 to create a 360° experience of ABC's hit show starring Michael Strahan. Acted as Media Manager delivering content assets to the post-production and social media teams at Sony Pictures Entertainment, ABC and SMAC Entertainment.

VIACOM/Nick@Nite/TV Land - New York, NY

1995 – 2015

**EXECUTIVE PRODUCER/ON-AIR BRAND CREATIVE/AD SALES
MARKETING PRODUCTION**

- Wrote and produced award winning creative work for On-Air Promotion, Ad Sales Marketing, Affiliate Sales and Nickelodeon Movies.
- Leveraged talent in brand campaigns for the launch of TV Land's original slate of shows used on all platforms via existing franchises.

Advertising and Marketing; Client Management; Branded Content:

- Executive Produced TV Land's flagship sponsor franchise, *Best Night In*, bringing in over \$25M in Ad Sales revenue annually.
- Directed custom co-branded content for L'Oreal, IKEA, ROC Skincare, AT&T and TV Land, leveraging talent relations and internal resources to maximize production value.
- Created and produced movie promotion franchises for Nick@Nite and TV Land; worked with A-List talent (Steve Martin, Robin Williams, Matthew Broderick, Steve Carell, Danny Devito) creating unique spots, capitalized on Ad Sales deals and partnerships with Movie Studios.

Awards:

New York Film Festival, Promax/BDA, CTAM MARK, World Animation Celebration, Effie, Ad Age: Media Planner of the Year.

EDUCATION

University of Pennsylvania, Philadelphia, PA

Bachelor of Arts. Major in Biological Basis of Behavior.

Wrestling, Division 1 Collegiate, 2 years.