

# James Sherman

**Address:** Melrose, MA **Phone:** 617.797.5012 **Email:** jsherman56@gmail.com  
**Website:** jshermancreative.com **LinkedIn:** linkedin.com/in/james-sherman-creative

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## Video Producer and Consultant Freelance

📅 07/2023 – present

- Develop and create compelling video and creative content by working directly with business owners and executives to reach new customers, accelerate brand awareness, and drive engagement
- Source and hire production crews and secure equipment and filming locations to serve projects of all sizes
- Direct talent, operate cameras and shoot interviews and b-roll, edit and deliver final videos

## Senior Manager, Head of Video and Motion ZoomInfo

📅 09/2021 – 06/2023 📍 WALTHAM, MA

- Led creative Video and Motion teams, overseeing all production, creative direction, strategy, and operations
- Directed studio shoots, digital ads, corporate photography, web animations, network broadcasts, and webcasts
- Earned over 2 million views on YouTube and LinkedIn with launch and partnership videos, including collaborations with Amazon Web Services (AWS) and Google Cloud

## Assistant Vice President, Video Production Natixis Investment Managers

📅 03/2017 – 09/2021 📍 BOSTON, MA

- Oversaw video strategy and production for US and global markets, producing thousands of branded videos, podcasts, and webcasts worldwide
- Managed video shoots in-studio, remotely, and on location, including projects in London, Paris, and Singapore
- Consistently ranked for top video on AssetTV, a financial website and community with over 600k members

## Senior Producer Natixis Investment Managers

📅 12/2015 – 03/2017 📍 BOSTON, MA

- Rebuilt video program to modernize concepts, increase production value, revamp scriptwriting process, improve activation strategies, and expedite speed to market through more agile workflows
- Launched a branded podcast channel on Apple Podcasts and managed scheduling and production for all shows. Earned and maintained a five-star rating on the platform
- Led the design and build of a new video and podcast studio, improving in-house capabilities

## Video and Digital Producer Foundry (an IDG, Inc. company)

📅 03/2011 – 12/2015 📍 FRAMINGHAM, MA

- Managed videos and live and on-demand webinars for industry-leading IT and cybersecurity clients, including Microsoft, VMware, Samsung, Symantec, Dell, and Verizon
  - Designed and animated various HTML5-based ad units and digital banners
  - Provided brand coverage for CES 2015, producing 10+ videos on-site in Las Vegas
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## B.A. in Communication University of Massachusetts - Amherst

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# Creative Direction # Leadership # Content Strategy # Project Management # Content Development

# Social Media # Creative Operations # Remote Recording # Relationship Building # People Management