

# James Sherman

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## Video Producer and Consultant Freelance

📅 07/2023 – present

- Help brands produce video and creative content that connects with audiences and drives business goals
- Lead and manage complex video projects from end to end, including client communication, creative direction, content development, script writing, budgeting, timelines, contracts, and distribution strategy
- Source and hire production crews and secure equipment and filming locations to serve projects of all sizes
- Direct talent, operate cameras, edit footage, and deliver final videos for use on web and social media

## Senior Manager, Head of Video and Motion ZoomInfo

📅 09/2021 – 06/2023 📍 WALTHAM, MA

- Produced and directed brand and product videos, animated digital ads, short-form social content, event coverage, photography sessions, network broadcasts, and webinars for a best-in-class SaaS company
- Improved performance metrics across all channels, including organic views, social engagements, and YouTube subscribers, resulting in increased lead generation and brand awareness
- Managed and mentored a team of seven cross-functional direct reports, fostering a culture of innovation
- Earned 2 million views with launch and partnership videos, including collaborations with 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 for one of the world's top asset management organizations
- Developed multiple thought leadership series that successfully grew brand recognition and trust, as noted by agency surveys
- Managed video shoots in-studio, remotely, and on location, including projects in London, Paris, and Singapore

## Senior Producer Natixis Investment Managers

📅 12/2015 – 03/2017 📍 BOSTON, MA

- 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 technology clients, including Microsoft, VMware, Samsung, Symantec, Dell, and Verizon
  - Provided brand coverage for CES 2015, producing 10+ videos on-site in Las Vegas
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## University of Massachusetts - Amherst | B.A. in Communication

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

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