

# Alex Sheffield

## CREATIVE PRODUCER | DIGITAL PRODUCTION

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### PROFESSIONAL SUMMARY

10+ yrs in creative and production of digital media. 5 yrs producer experience on self-started channels.

### AREAS OF EXPERTISE

PROFESSIONAL SKILLS: Resourceful | Organized | Efficient | Team Player | Driven | Passionate about Education

TECHNICAL SKILLS: Script Writing | Running Lights/Sound/Camera | Photoshop | Adobe Creative Cloud, esp Premiere | Airtable | Google Workspace | Slack

### PROFESSIONAL EXPERIENCE

September 2021 - Present

**Electric Monster Media Inc** – *Digital Media/Casting Producer, Casting Coordinator, Production Coordinator*

- Management of talent pool with over 250 performers and growing. Creation of cast lists each week, assigning the best talent to each episode based on their unique abilities and limitations, including allergies for PVF food channel.
- Seeks out new talent each week to strengthen and diversify our regular cast as the company continuously scales up. Interviews, onboards talent, and manages all aspects of casting.
- Quick turnaround and high volume of work/responsibility. Comfortable training and delegating team workload.
- Fields requests from creative producers as well as upper mgmt in respect to the direction EM's multiple channels.

October 2019 - present

**iShow International English** – *Producer/Writer/Performer*

- Wrote & created educational lessons for ages 0-12 learning English as a second language
- Built full-sized green screen filming studio in LA. Produced, shot, performed in, and delivered 100's of episodes to China-based company with extremely fast production rate. Lessons are distributed over educational apps, social media, and shown in in-person classes as well
- Communicated over international time-zone differences, organizing video shoots and voiceover recordings remotely and delivering high-quality material on time, in an organized fashion

February 2015 - March 2020

**Scumpalace/Folks Next Door | Youtube Channels** – *Creative Director/Producer/Writer*

- Creative Director/Producer for Folks Next Door, Producer for Scumpalace
- Produced videos that have received up to 8m+ views | links upon request
- Managed all aspects of production, live performances and implementation of all workflow processes
- Created sketch comedy group, recruited performers, and built the enterprise from the ground up
- Sought out and booked a consistent monthly live performance venue

July 2015 - November 2015

**PBS Math Club | Youtube Channel** – *Writer/Co-Producer*

- Wrote fun and educational content, combining algebra concepts with pop culture and other teen-centric ideas
- Coordinated the casting, pre-production and filming of the shorts we created
- Assisted with all aspects of producing and filming each short

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## EDUCATION

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**Elon University**, North Carolina  
*BFA Musical Theatre*

**University of North Carolina School of the Arts**  
*HS Diploma with specialization in Drama*

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## RELEVANT INFORMATION

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OTHER EXPERIENCE:

- Years of experience as a commercial actor. Extremely familiar with non-fiction copy and storytelling.
- LLC Owner and Operator, HelloGooberry Twitch channel, Twitch affiliate D&D-flavored stream | 2021
- Children's Theatre Instructor, California Theatre Center | 2011-2012
- Director, Mooresville Children's Theatre - Once Upon A Mattress, Joseph and the Technicolor Dreamcoat 2010

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## REFERENCES

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**Annie Knudsen**  
*Talent Producer, Electric Monster Media, Inc*  
CONTACT INFO AVAILABLE UPON REQUEST

**Joanna Lei**  
*Hiring Manager, iShow International English*  
CONTACT INFO AVAILABLE UPON REQUEST

**Rob Steinberg**  
*Currently: Senior Manager of Platform Partnerships, Conde Nast*  
*Formerly: Head of Marketing, Folks Next Door*  
CONTACT INFO AVAILABLE UPON REQUEST