

MARLEY MCKENZIE SCHNEIER

Showrunner, producer, director, writer.

(508) 314-2840 // marley.schneier@gmail.com

Portfolio: www.marleymckenzie.com

EXPERIENCE

SUPERVISING PRODUCER: *Buzzfeed*, 2017-Present

- Created, launched, and lead *As/Is*, BuzzFeed's premiere brand for female-driven content.
- Identified and cultivated brand identity and cross-platform revenue streams.
- **Executive Producer** for all *As/Is* shows, including *LadyLike*, *Bogus Beauty*, and *Feed Famous*, which are featured on **Hulu** and **Amazon**.

Development

- **Development manager** who leads show development for the *As/Is* vertical.
- **Showrunner** who oversees show process from pilot to finale.
- **Executive Producer** who creates and ensures funding for shows.
- Give creative notes and mentor producers to create high-quality, viral shows.
- Collaborate with sales on branded projects.

Management

- Manage a team of 15+ writers, directors, onscreen talent, talent managers, and editors.
- Develop and recruit onscreen talent and influencers through our fellowship program.
- Manage all production budgets, show budgets, staff salaries, and pay structures.

Performance Highlights

- Invented BuzzFeed's talent manager career track, creating in-house staff to recruit and retain talent.
- Founded "Behind the Camera," BuzzFeed's first learning group for elite directors.
- Created and implemented BuzzFeed's company-wide onscreen crediting system.
- Built *As/Is*' YouTube audience of 10 million subscribers, one of BuzzFeed's largest networks.

MANAGER OF DEVELOPMENT, DAILY VIDEO DEPARTMENT: *Uproxx*, 2016-2017

- Led and managed daily video team of writers, reporters, video editors, and talent.
- Directed, shot, and produced shows and videos.
- Created and produced dozens of daily videos on Facebook, YouTube, and other social platforms.

Series Development

- Showrunner that developed and managed web series for a large millennial audience.
- Head writer of all shows. Hired and managed writing staff.
- Hired and directed onscreen talent, and helped to negotiate talent contracts.
- Managed all aspects of production, including budget, post-production, etc.

Performance highlights

- Created a 500% increase in video views within six months of hire date.
- Created the company's most viewed videos and shows of all-time.

PRODUCER: *CNN*, 2015-2016

Production

- Wrote and produced for shows and series, live TV, and web series.
- Shot with DSLR cameras. Experience editing with Adobe Premiere and Final Cut.
- Collaborated with Ad Sales to create branded content for sponsorships.

Editorial

- Reporter for HLN and CNN. Covered travel, business, news, and features.
- Social media strategist. Managed Facebook, Twitter, Instagram, YouTube and Snapchat.

Performance highlights

- Drove a 150% increase in subscribers for flagship accounts.
- Received a bonus and salary increase based on performance within seven months of start date.

EDITOR-IN-CHIEF: *Beersnbreads.com*, 2014-2015

- Editor/founder of popular beer and travel blog with large social media following.
- Oversaw all aspects of production: Site management, photography, press relations, social media, etc.
- Featured on various blogs and online magazines.
- Received sponsorship from several companies.

EDUCATION

BACHELOR OF ART: University of Rochester

- Dual degree in Political Science and History. Honors in writing from Trinity College Dublin. 3.75 GPA.