

# MARLEY MCKENZIE SCHNEIER

**Executive producer, showrunner, director, writer.**

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## EXPERIENCE

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### **SUPERVISING PRODUCER:** *Buzzfeed*, 2017-Present

- Developed, launched, and lead *As/Is*, BuzzFeed's cross-platform style and beauty brand, which has a YouTube audience of 10 million subscribers and reaches 9 out of every 10 millennial women.
- Cultivated brand identity, unique market value, diverse audience and cross-platform revenue streams.
- Executive Producer for all *As/Is* shows, including *LadyLike*, *Bogus Beauty*, and *Feed Famous*.
- Founded BuzzFeed's talent manager career track, creating in-house staff to recruit and retain talent.

#### *Development*

- **Executive Producer** who leads show development for the *As/Is* vertical.
- **Showrunner** who oversees show process from pilot to finale.
- Give creative notes and mentor producers throughout season to create high-quality, viral shows.
- Work across all departments, including production, publishing, sales, public relations, etc.
- Lead partnerships with vendors and agencies, as well as internal and external production partners.
- Cultivate and develop relationships with business partners and clients.
- Collaborate with sales and lead all branded integrations.

#### *Management*

- Manage a team of 15+ writers, directors, onscreen talent, talent managers, and editors.
- Develop and recruit onscreen talent and influencers, creating opportunities for partnerships and individual and group brand development internally and externally.
- Manage all production budgets, team budgets, and staff salaries and pay structures.

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

- Led and managed daily video team of writers, reporters, video editors and talent.
- Concepted and produced dozens of daily videos for Facebook, Twitter and other social platforms.
- Found unique stories with an original angle. Covered human interest, news, politics, culture, sports, etc.
- Directed, shot and produced videos for multiple social platforms.

#### *Series Development*

- Showrunner that developed and managed multiple web series for a millennial audience.
- Managed all sponsored and branded series.
- Wrote episodes, as well as hired and managed writing talent.
- Hired and directed onscreen talent.
- Supervised post-production. Managed all aspects of production, including budget.
- Developed social media strategy across multiple platforms to maximize views.

#### **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.

#### *Social Media + Editorial*

- Reporter for HLN and CNN.
- Social media strategist. Managed Facebook, Twitter, Instagram, YouTube and Snapchat. Individualized content for different platforms, targeting new audiences and monetizing social media.

#### **Performance highlights**

- Social media and engagement consultant for several teams across the company.
- Drove a 150% increase in Facebook subscribers for flagship accounts.
- Received a bonus and salary increase based on performance within just seven months of start date.

## EDUCATION

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### **BACHELOR OF ART:** University of Rochester

- Dual degree in Political Science and History. Honors in writing from Trinity College Dublin. 3.7 GPA.