



## Contact

267.270.0577

joel\_schnr@yahoo.com

joelschneider.com

Cincinnati Metro Area

## Education

Bachelor of Arts in History

Lawrence University

## Expertise/Skills

TV/Video Production

Post Production

Supervision

Video Editing

Script Writing

Story Development

Brand Development

Field Producing

Creative Direction

Conducting Interviews

Budgeting

## Software

Davinci Resolve

Final Draft

Adobe Premiere

Google Suite

Canva

Microsoft Suite

Asana

Padlet

## Awards

**To End All War: Oppenheimer and the Atomic Bomb**

Emmy Winner - Lighting Direction

Emmy Nomination - Best Historical Documentary

**Shujin (short film)**

Best Supporting Actor - Manhattan International Film Fest

Finalist for Best International Film - Vancouver Indie Film Fest

**Life Alarm (short film)**

Best Screenplay - Hollywood North Film Awards

Best Film - First Take Short Series

# Joel P. Schneider

Creative Director — Brand Storyteller — Emmy-Nominated Producer

I'm an Emmy-nominated, multi-platform creative with a successful track record of telling impactful stories for television and digital projects. From concept development through post-production, I've led creative for NBC, History, YouTube, and a range of brands across diverse industries. Whether it's launching a new series or crafting a compelling brand narrative, I bring a sharp vision and a hands-on approach to everything I do. Let's bring your brand's story to life—boldly and memorably.

## Agency/Brand Experience

### • Creative Director/Showrunner — *America's Best Restaurants Media* — YouTube/IG/FB

July 2023 - July 2024

- Led the creative direction of a YouTube show that filmed/premiered 20 weekly episodes.
- Overhauled company-wide production/post production processes.
- Developed and led a social media marketing department.
- Led a team of 17 Hosts, Videographers, Editors and Media Distributors.

### • Producer — *Senokot* — Zulu Alpha Kilo/81 Entertainment

- Produced a series of broadcast commercials.

### • Co-Producer/Writer — *Outward Bound* — 81 Entertainment

- Created and produced a digital/broadcast ad.

### • Producer/Writer — *Wattpad* — 81 Entertainment

- Created and produced a digital ad.

### • Director/Producer/Writer — *Steven Singer Jewelers* — 360 Digital Studios

- Led the creation of a digital Christmas ad.

## Television Experience

### • Story/Field/Post Producer — *Survival Mode* — NBC

- Produced 2 episodes of the docu-series from start to finish.

### • Producer — *To End All War: Oppenheimer and the Atomic Bomb* — NBC

- Produced interviews and b-roll shoots for this Emmy award winning feature documentary.

### • Story/Field Producer & Asst Director — *The Food That Built America* — History

- Wrote scripts, produced expert interviews and assistant directed shoots on 4 seasons of the show. Covered brands like, Dominos, Hershey, KFC, Kool-Aid and dozens more.

### • Story Producer — *The Toys That Built America* — History

- Wrote scripts and produced expert interviews for season 2. Covered Nintendo and Sega.

### • Research Producer — *Martin Scorsese Presents: The Saints* — Lionsgate Alt TV

- Conducted deep research and developed story documents for all episodes of season 2.

### • Field Producer — *The Booze, Bets and Sex That Built America* — History

- Produced expert interviews for season 1. Covered Jack Daniels, Playboy and more.

### • Segment Producer — *Into The Wild Frontier* — INSP Channel

- Produced expert interviews for season 1.

## References

### Chris Cassel

Director/Executive Producer

973-534-6303

chris@castlepix.com

### Doug Smith

COO @ America's Best Restaurants

513-535-9123

doug@americasbestrestaurants.com