

Beau Scheier

Creative Strategy · Production · Marketing

Creative producer, strategist, and founder with 14 years of experience across agency, brand, and production company environments. Leading teams from blank slate to polished RFP, through staffing all the way to execution. Part-time software developer building digital tools to harmonize teams large and small.

EXPERIENCE

Observe & Report

July 2019 – Present

Founder, Executive Producer · New York, NY

- Pitched and won work for 15 brands, managed client relationships, led creative development, directed photo + video, produced multimedia content for \$100k-\$5M+ scopes from concept through delivery, built RFPs, responded to RFPs, ran bidding, and negotiated with partners.
- Led Recess's in-house team of 5 through creative development for the company's first broadcast campaign, resulting in scalable creative strategy and clear RFP for production partners; led director search, solicited and reviewed reels for eight directors, ultimately bidding 3 and awarding to 1. Managed production from start to finish; the spot has aired for 2+ years.
- Executive produced The Farmer's Dog "Healthy Habits" broadcast campaign through RFP, director search, bidding, post production, and delivery; the spot ran for 2+ years.
- Ran post-production, trafficking and network clearance on 3 Samsung Galaxy campaigns including 2 global product launches, delivering 150+ deliverables for Sprint, AT&T and T-Mobile, and negotiating legal disclaimers, releases, and delivery specs with the networks.
- Built Jargan, a multisurface marketing operations platform harmonizing brand strategy, campaign strategy, and production strategy with one tool.

YouTube Music

April 2026 – Jul 2026

Creative Producer (Series), Wavelength Production· New York, NY

- Led post-production for 4-part YouTube Music branded content series and launch package of 13 unique deliverables across formats and aspect ratios through editorial, graphics, animation, finishing and delivery.
- Owned graphics and animation packet of 100+ unique assets, at times personally creating selected graphic and animation components; owned title-sequence creative direction, selected, scored. and produced original music for the series.
- Built 3 custom production tools and moved scheduling from Google Sheets to Asana for a 10+ person team across 3 different organizations.
- Defined and estimated 4 scope expansions, negotiated and secured approvals on multiple overages, including schedule-related kill fees.

Planet Fitness

November 2025– December 2025

Post Producer (Contract), Wavelength Production· New York, NY

- Managed post-production for 400+ unique assets across multiple aspect ratios; built a media-turnover tool reducing data transfer payload and upload/download time by over 95%, saving 2 days of team time and avoiding cloud storage cost increase.

Google

May 2023 – August 2023

Producer (Contract), Ghost Robot · New York, NY

- Co-developed a curriculum glossary for creative partners, turning brand language into a shared framework; multiple videos reaching 500K+ views.
- Helped allocate more than \$5 million in campaign budget across talent for the documentary, animated and creator-led series; campaign content generated over 2 million combined views.

McKinney

June 2018 – June 2019

Production Coordinator · Durham, NC

- Ran operations for agency-wide commercial photo, video and media production, including vendor bids, schedules, casting and talent usage rights; produced select projects for The Rachel Maddow Show, Kevlar and Ad Age.

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CORE COMPETENCIES

Creative & brand strategy
Integrated production
Creative development
Budget & scope negotiation
RFPs & vendor selection
Music supervision
Workflow & tool development

TOOLS

Adobe Suite
Claude Code (Anthropic)
Codex (OpenAI)
Google Workspace
Splice
Asana
Frame.io

EDUCATION

Elon University
BFA, Theatre

Royal Academy of Dramatic Art
Shakespeare
Semester study, London

CERTIFICATION

Google
Digital Marketing & E-Commerce
Coursework in marketing analytics, email and social campaigns, online stores and customer loyalty.