

ZACH BIDMAN

Senior Producer with 10+ Years Producing Complex Film,
Video, and Experiential Projects

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SUMMARY

Producer with 10+ years of experience in integrated production across all media channels including broadcast, digital, stills, animation, experiential, and social platforms. 800+ minutes of top-trending digital content (social, ads, etc.), 85+ episodes of broadcast television, 80+ live events, & 3 Emmy award-winning projects. Proven to push on innovation within formats to create breakthrough & memorable creative work. Clear communicator. Team player. Raises the bar.

WORK EXPERIENCE

BODi / BODi by Beachbody | Producer to Senior Producer – Promotional Marketing Jan 2021 - Present

- Producer responsibilities/Typical workflow: 2-4 editors, 2-5 motion designers/animators, 2-8 projects, 10-70 deliverables per project (languages: English, French, & Spanish), 1-6 different stakeholders/departments, and 10-60+ on set crew size.
- In 3+ years, over 90% of all video assets hit, or significantly exceeded, their KPIs utilizing production efficiencies, creative strategies, and customer insights. This is the highest KPI success percentage in the company.
- Concepted, wrote, directed, & managed 50+ large filming projects from pre-production through to delivery with assets for OTT, linear, social, DR, print, live events, web, stills/photography, and digital content. These projects spanned product, brand, marketing, sales, advertising initiatives, retail, and campaigns.
- Developed the first narrative ad campaign in company history, resulting in the highest-performing and longest-running 30-second spot of the last 5 years. 129% increase in site traffic.
- Directed the rebranding promos for Shakeology leading to >\$2.5M in incremental revenue in its first month.
- Saved, in post-production, the LeBron James Ladder “Power of Pure” campaign. 40+ deliverables, 5+ 3rd party vendors, 9 depts. Led to: 350% YoY increase in engagement & Ecommerce revenue, 2 digital AVA awards.

CBS Interactive | Senior Features Producer Jan 2019 - Jan 2020

- Created, launched, and scaled the features & marketing division after establishing the integrated production workflow and creative strategies for ET Live’s promos & features, as well as managed daily output.
- After the marketing and promos initiative went live, site traffic jumped 18%.
- Directed, produced, and managed ET Live’s documentary pilot; established, company-wide, the creative and filming structures for ET’s mini-docs series.
- Developed the Straight-to-Camera & Text-on-Screen production processes for jr. producers to replicate top-trending content, solving 2 problems – a lack of proven producers and a lack of cheap, high-performing content.
- Produced 600+ minutes of top-trending video content for digital, social, & OTT.

IPC Digital | Senior Producer – Interactive Digital Pilot June 2018 - Nov 2018

- Wrote, directed, & produced the 40-page interactive development pilot script. This was an emerging technology, choose-your-own-adventure video project. The script resulted in over 400 unique stories/journeys the viewer could experience within the pilot.
- Producing included casting, scouting, hiring crew, managing budget, etc. Finished on time and under budget.

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WORK EXPERIENCE CONTINUED

Travel Channel – O'Malley Productions | Story, Field, & Segment Producer – Food Paradise July 2016 - May 2018

- Came on board for an unprecedented 96-episode order. For the first 70 episodes of the order, my output on segments produced was more than double all the other producers. My success rate was also the highest.
- I oversaw all the pre-production logistics and creative beats for 170+ shoots resulting in a promotion.
- As both field producer and story producer, I was the only person on staff to oversee all 3 phases of production: organize and tee up the logistics on my assets, shoot them in the field, and write the scripts in post.

IPC Digital | Producer to Story Producer – Project Foodie Jan 2016 – June 2016

- Produced 30+ episodes for a never-done-before real-time cooking app. Launched as Apple's #1 app of the day.
- Built a content library from scratch consisting of over 700+ minutes of bespoke food/recipe creation content & photography, inclusive of building the creative deck, pitching the CEO, booking the talent, overseeing all the filming, managing the stories and post-process, and uploading/coordinating the backend of the app.

A&E - IPC | Production Coordinator - Leah Remini: Scientology and the Aftermath Oct 2015 – Dec 2015

- Responsible for everything from production finances to travel arrangements to set schedules & management.
- Managed a fleet of 10+ PAs. Emmy-award winning shoot spanned 10+ cities in 3 different time zones all requiring such intense security that job training included how to lose a car tailing us, among other things.

Los Angeles Kings | Associate Producer/Production Coordinator June 2014 – August 2015

- Coordinated NHL Training Camp Media Day inclusive of the season-long media plan, individual player creative, in-game events, PSAs, BTS interviews, coaches panel, and social needs.
- Managed social media posts including post-game shows, BTS locker room coverage, interviews, & features.
- Produced the Emmy-winning Stanley Cup Moments docu-series from crafting the story to overseeing the edits.

Misc. Reality TV & Independent Films | Intern/PA/PA Lead/Production Coordinator May 2013 – May 2014

- SHOWS: Master Chef Jr – Kids BBQ Championship; Jim Henson's Creature Shop; Dance Moms' Reunion, Keeping Up with the Kardashians; Motor City Masters; Untitled Logic Pilot; 2 Independent Films.
- Learned, failed, grew, and was promoted at every company.

SKILLS

Adobe Premiere	Asana	Marketing Strategy	Analytical Skills
G Suite	Workfront	Ideation & Pitching	Building Buy-In
Microsoft Office	Figma	Negotiating/Budgeting	Vendor Relationships

AVERAGE PROJECT RESPONSIBILITIES

PRE-PRO: Concept & Build the Campaign and/or Video Pitch Deck; Pitch & Align the Stakeholders, up to the C Level; Write the script(s); Make a Pre-Vis (on Large Budget Projects); Build and/or Align Brand Identity; Bid, Hire, & Manage all Production Partners; Build the Schedules & Shot Lists. Mentor Jr. Producers on their Projects.

PRODUCTION: Direct all On-Set Activities, Inclusive of – Camera, Cast, Crew, Art Design, Wardrobe, & HMU.

POST PRODUCTION: Quarterback the Editors on the Cuts; Manage the GFX/VFX team; Align the Creative across 4-7 Departments Company-Wide; Oversee the Color & Mix; Coordinate Languages, Captions, and Aspect Ratio Conversions; Final Reviews with QA & Deliver all Final Assets. Final Notes on any Jr. Producer Projects.

EDUCATION

University of Southern California | #1 Film School | Bachelor's Degree - Writing for Film and Television