

CAMERON BERKMAN

Development + Production | Commercial, Film + TV | Creative Direction

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HELLO.

I'm an executive producer and life-long creative professional with a 15-year track record of spearheading award-winning productions, launches, and commercial projects for organizations ranging from start-ups to major media companies. Proven ability to create, manage, and execute at the highest levels for clients and audiences.

WORK EXPERIENCE

Holocene Productions

Austin, TX

Founder + Executive Producer, 2021-Present

- Originated and scaled a full-service film, tv, and commercial production company, executing on broadcast and digital content for large brands and media content partners.
- Built a development model in the film and TV space, creating both narrative and unscripted proofs of concept and developing them both independantly and with production company partners like Rooster Teeth and Den of Thieves.
- Created significant results for clients in the content marketing, brand strategy and podcast space, in tandem with our award-winning production services, case studies available on request.

Three Percent Chance Productions

Austin, TX

President + Executive Producer, 2018-2021

- Launched and oversaw the production company complementing The Hollis Company. Trained and managed a team of 10 producers, editors, and coordinators to produce hours of weekly content.
- Created a development model to package and sell film and TV projects to networks, both original and based on existing IP. Executive produced projects after development phase.
- Built and executive produced the Three Percent Chance Podcast Network. Grew network to 55mm annual downloads. Concepted and built monetization model to \$6M+ annually.
- Executive Produced The Rachel Hollis Show on Quibi, the network's #2 lifestyle show, as well as documentary projects and narrative feature scripts.

Resignation Media Group, theChive

New York, NY

Executive Producer + Director of Development, 2014-2018

- Launched and oversaw Chive Studios, a full-service production studio generating 60+ pieces of original and branded video content annually, while managing a \$1.1M annual production budget.
- Spearheaded end-to-end initiative to leverage existing Chive Media Group IP to various platforms in linear and streaming television. Delivered pitches to networks and served as executive producer for all content.
- Created and produced theCHIVE Podcast, a top 10 show on iTunes in 2018. Facilitated ad agency relationship and booking guests including Jeff Bridges, Edward Norton, and Jim Gaffigan.
- Led successful execution of 20-30 campaigns annually as creative lead and liaison to client.
- Managed 15-20 client relationships annually, including Netflix, Sony Pictures, Xbox, and Diageo, acting as point of contact throughout campaign execution.
- Increased branded video sales revenue to \$7M in 16 months through creation of proactive sales programs.

Alpha Media Group, Maxim Magazine

New York, NY

Video Producer, 2012-2014

- Planned and produced print-aligned editorial and video coverage for every issue release and 10-12 digital-only video exclusives. Collaborated with freelance shooters/editors for production.
- Developed and executed integrated content, event, and activation marketing campaigns in video and editorial mediums to spur audience engagement. Clients included FX, CÎROC Vodka, and Blackhawk.
- Pitched, authored, and built 15-20 weekly posts for digital issues. Crafted monthly print features and interviews.
- Doubled number of social media followers/site engagement and increased issue circulation after authoring social media release plan for all digital content.

CORE COMPETENCIES

Pre and Post-Production Pipelines | Development and Release | Adobe Creative Cloud | Final Cut Pro | CMS Platforms | Social Media Management | Copyediting | Project Management Software | Cinematography | Content Strategy

EDUCATION

BROOKLYN COLLEGE *Bachelor of Arts, Film + TV*

AWARDS

Digiday Award 2017 - Best Brand Platform, CHIVE TV
ThinkLA IDEA Award 2018 - Best Branded Campaign