

LISA SCHWARTZ



818.445.5331

lisbug@gmail.com

Education

UC Irvine
B.A. + Honors,
Dramatic Arts
2005

Representation

A3
Untitled Entertainment

Memberships

SAG-AFTRA

Proficiencies

Final Cut
Photoshop
Pitch Decks
Social Media

With over 10 years of content and production under my belt, I've created successful work across mediums - from YouTube to television to print. I'm an energetic, passionate, and well-rounded creative with a proven track record of using my unique point of view and diverse book of industry contacts to bring lucrative projects to life, from idea all the way to completion.

EXPERIENCE

YouTube Content Creator | @lisbug — 2010-2021

2.1 Million Subscribers

- Write, direct, shoot, edit, and produce daily video content
- Develop, produce, and execute branded content deals and integrations, including copyrighting and leveraging brand relationships and marketing skills
- Optimize views and watch time by utilizing channel analytics, creating thumbnails and keywords to target YouTube algorithm, and driving traffic to videos via social media posts across Instagram, Twitter, Facebook
- Navigate evolving trends and best practices to remain relevant
- Gained 2.1 million subscribers and sustained the channel for 10+ years

Author | *Thirty-Life Crisis* — Grand Central Pub., 2019

Placed first on Amazon's Comedy and Autobiography list

- Created original book concept, pitched and sold to Grand Central Publishing
- Worked closely with PR team to create an effective, comprehensive national marketing campaign
- Currently optioned by Boat Rocker for TV Development

Creator | *Party Girl* — 2016

Created/Produced/Starred in 10-episode show with Maker Studios

- Sold series to Freeform off initial pitch
- Oversaw casting, crew selection, location scouting, story boarding
- Collaborated on development and execution of marketing strategies, including artwork and copy for promotions

Creator | *This Isn't Working* — 2016

Created/Produced/Co-Wrote/Starred in 5-episode show for ABC Digital

- Sold series to ABC off initial pitch
- Oversaw casting, crew selection, location scouting, story boarding
- Collaborated on development and execution of marketing strategies, including artwork and copy for promotions

Owner | Ovation Group Productions — 2010-2018

Co-Owned and managed after-school theater program for 1,200 kids ages 3-18

- Opened a store front and became one of the top children's programs in the San Fernando Valley
- Developed a year-round curriculum that included singing, dancing, and acting, including after-school programming and Summer and Winter camps
- Wrote, produced, and directed quarterly musicals performed by the students; wrote and designed all copy and promotional material
- Hired, trained, and managed 10 employees
- Interfaced with 500 families