

# Daniel Vollmayer

2 May Place | Port Chester, NY 10573

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## PROFESSIONAL EXPERIENCE

### **BARSTOOL SPORTS**, New York, NY

#### **SEGMENT PRODUCER**, *Social Media*

| 2021-2022

- Developed, launched and supervised end-to-end creative execution and growth of innovative, story-driven branded video, advertising and original content published across all digital and social platforms.
- Ideated dynamic client branding opportunities, arming sales team with multifaceted content proposals at scale.
- Expertly communicated with ad partners throughout production process to ensure creative excellence, budget transparency, timely delivery and overall client satisfaction.
- Oversaw the writing, shooting, on-set direction (both in-studio and remote), editing and publishing of best-in-class branded integrations with clients including Walmart, Chrysler, Nike, HelloFresh, MANSCAPED and others.
- Directed and produced the popular branded interview segment, *Sundae Conversation*, clearing 800K+ views per episode, boosting engagement 950% compared to average YouTube channel post.

### **WWE ADVANCED MEDIA GROUP**, Stamford, CT

#### **SEGMENT PRODUCER | WRITER | HOST**, *WWE's The Bump*

| 2019-2020

- Collaborated with production team to launch, produce and co-host hit streaming and social media talk series, covering pop culture, sports, music and entertainment news. (Reaching 1M+ views per episode)
- Produced daily social content including interviews, branded in-show segments (Draft Kings, Post Cereal, Sony Pictures, Xfinity), live 'watch-along' specials (Skittles), promos and special remote assignments.
- Wrote / produced popular social media segment, airing both in-show and as stand-alone social series.

### **JELLYSMACK**, New York, NY / Paris, France

#### **SUPERVISING PRODUCER | HEAD WRITER**, *House of Bounce*

| 2018-2019

- Created, launched and oversaw operation of sports and entertainment-focused digital video destination.
- Supervised international team of writers, editors and content creators to produce best-in-class Gen-Z-targeted social content, branded videos and short-form documentaries.
- Utilized analytics to grow from 0 to 3M followers 1 year. Now the 5<sup>th</sup> most visited sports page on Facebook.

### **PARAMOUNT GLOBAL**, New York, NY

#### **- SENIOR WRITER/PRODUCER**, *Nickelodeon Sports*

| 2016-2017

- Wrote and supervised production of exceptional, kid-friendly television programming and branded social media franchises for NICK-branded sports and entertainment destination.
- Worked alongside sports league ad partners including NFL, MLB, PGA, NASCAR and NBA to oversee special event and social video coverage including *NICK At Super Bowl*, *Golf Rocks Special*, *Celebrity Cornhole* and more.

#### **- SUPERVISING PRODUCER**, *Nickelodeon Corporate Production*

| 2011-2016

- Supervised all production and editorial creative for Nickelodeon corporate projects, including on-air commercial / branded content, upfront presentations, internal communication and social brand campaigns.
- Built production schedules, sought estimates and negotiated production contracts with external vendors.
- Brainstormed, wrote & pitched branded marketing concepts for major film studio clients prior to release.
- Ideated, wrote and produced brand integrations for ad partners including Walmart, Mattel, Target, Toyota, Macy's, Yoplait, McDonald's and Scholastic Books, among others.

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## **AMC NETWORKS**, New York, NY

### **WRITER/PRODUCER**, *IFC*

| 2011

- Wrote and produced on-air promo campaigns, interstitials and digital video content for scripted and unscripted IFC original programming, *The Onion News Network* and *Whisker Wars*.
- Strategized with production team to develop innovative new ways to attract network viewers.

## **EDUCATION**

### **UNIVERSITY OF PITTSBURGH**, Pittsburgh, PA

| B.A. 2006

- Communications Major, Theater Arts Minor

### **CONNECTICUT SCHOOL OF BROADCASTING**, Hasbrouck Heights, NJ

| 2007

- Broadcast Journalism concentration

## **ADDITIONAL HIGHLIGHTS**

- Accomplished videographer (DSLRs, Canon C200s), video editor (Premiere) and graphic designer.
- Experienced television and digital content writer, credits include *Late Show w/ David Letterman*, *Late Late Show w/ Craig Ferguson*, *Saturday Night Live's* 'Weekend Update' and the SyFy Channel.
- Additional branded content clients: Gatorade, Corona, Duracell, New Era, Old Spice, High Noon and Four Loko.
- Shorty Award nominated for work on *WWE's The Bump*.

## **VIDEO PRODUCTION PORTFOLIO**

<https://vimeo.com/showcase/10120827> | Password: Vollmayer