

Chris Schaefer

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EXPERIENCE

Collibra, Remote — *Senior Video Media Manager*

January 2023 - Present

Developed and executed Collibra's marketing video strategy to support social media growth, executive priorities and customer success.

Leveraged AI tools to increase production by 25% YoY.

Wrote, produced and edited highly customized videos for large customers (over \$150,000 ARR) to drive adoption and reduce churn.

Grew YouTube audience to over 165,000 views in 2024.

Dell Boomi, Remote — *Marketing Amplification*

June 2017 - December 2022

Created strategic international brand awareness campaigns across paid and social media, display and DOOH, supporting corporate growth post-\$4 billion acquisition.

Wrote, produced and managed all company video content from conceptualization to delivery to target audiences and personas.

FOX Television, Philadelphia PA — *Executive Writer/Producer*

March 2015 - June 2017

Wrote promotions, marketing and branding campaigns, including national campaigns to promote FOX prime time programs.

Developed and launched new brand identity, managing a team of writers, designers and editors to ensure consistency and raise standards.

Worked cross-functionally to manage and grow social media audiences, surpassing 1 million total followers.

SKILLS

Creative direction

Copywriting

Asana

Adobe Creative Cloud

Social media management

Photo/Video Production

WordPress

AWARDS & EDUCATION

2012 PROMAX award for best
Sizzle/Sales Presentation,
"PHL Sizzle Reel"

Temple University,
Philadelphia PA — Bachelor of
Arts in Broadcasting,
Telecommunications, and
Mass Media

**Tribune Broadcasting, Philadelphia PA— Senior
Writer/Producer**

July 2012 - March 2015

Positioned *Action News at Ten on PHL17* from product launch to timeslot market leader in under two years.

Wrote, produced and edited the highest priority station projects including strategic ads, sales presentations and long-format content.