

# Chad Aaron Keller

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## Executive Producer & Head of Content

Dynamic, detail-oriented, and creative leader with extensive experience driving innovative and impactful content strategies in alignment with company-wide marketing and business objectives. Proven record of creating excellent strategies for attracting targeted audiences/viewers while promoting high-profile projects. Skilled in improving companies' brand identity, ensuring consistent application of brand guidelines across all original materials/campaigns. Senior executive with ability to lead and inspire creative teams from redesigning of acquired app to launching successful digital campaigns, fostering culture of innovation. Excel at overseeing dotted line for entertainment experience, encompassing marketing, scheduling, and operations to integrate content initiatives.

- ◆ Seasoned producer with track record of producing feature films, TV pilots, digital series, national commercials, infomercials, branded content, virtual reality, internal business presentations, sizzle reels, and interactive exhibits.
- ◆ Articulate and refined communicator; excel at cultivating and maintaining lucrative relationships with external creative agencies for seamless communication and collaboration.

**TECHNICAL PROFICIENCIES:** Microsoft Office Suite | Adobe Creative Suite | InDesign | Google Suite | CMS | SEO/SEM

### Areas of Expertise

◆ Media Production & Communications	◆ Content Creation & Direction	◆ Brand Management
◆ Content Strategy & Media Placement	◆ High-Profile Project Production	◆ Campaign Development
◆ National Commercials Development	◆ Team Leadership & Coaching	◆ Data-Driven Decision-Making
◆ Emerging Technology Integration	◆ Marketing Trend Analyses	◆ Brand Identity Stewardship
◆ Production & Post-Production Oversight	◆ Cross-functional Collaboration	◆ Scaling & Process Execution

### Professional Experience

Chip Danger Originals, Various Clients 2009 – Present

#### Freelance Producer / Writer / Creative Consultant

Focus on establishing thriving freelance enterprise after successful sale of inaugural feature script. Engage in accomplishing diverse freelance and contract responsibilities by showcasing prowess in writing, producing, and consulting.

- ◆ Planned and managed innovative original digital series, sparking competitive bidding war among five cable networks.
- ◆ Fostered collaborative partnerships with external resourceful agencies and production companies to curate compelling content for brands, catering to entities of varying sizes and diverse channels, publishers, agencies, and MCNs.
- ◆ Spearheaded development and presentation of digital series for legacy studio and streaming partner, drawing inspiration from classic intellectual property.
- ◆ Contributed to providing consultancy for narrative development for major exhibits and oversaw production oversight of pilot for cable network.
- ◆ Organized strategic programming of digital channels on a larger scale by devising tailored solutions for seamless brand and/or product integrations.
- ◆ Played a pivotal role in overseeing a spectrum of projects at different developmental stages with companies including Netflix, Paramount Vantage, Solar Films, MGM, and Hallmark, serving as a strategic consultant.
  - Facilitated seamless transitions by exchanging insights and strategies with key stakeholders.
  - Negotiated sale of multiple feature films to prominent studios, securing pivotal roles as lead writer on four major feature projects.
- ◆ Crafted compelling pitches and produced four pilot presentations, demonstrating keen ability to navigate the dynamic landscape of the entertainment industry.
  - Obtained series order from TLC and secured development deals with Relativity, Quibi, Vudu, Reelz, and FYI, leveraging effective negotiation skills and industry connections.

OxeFit, Dallas, TX 2022 – 2023

#### Executive Producer / Head of Content

Steered dynamic team of over 35 professionals during peak production periods by leveraging multifaceted initiatives. Assigned to lead foundational content operations, reporting directly to the CEO. Supervised end-to-end management of content calendar, workflow, and budget, ensuring continuous execution from ideation to delivery. Formulated and executed comprehensive customer acquisition tactics, coupled with proactive retention (churn management) initiatives.

- ◆ Coordinated with over 10 key stakeholders in adjacent domains for integrating new analytics-based, data-driven product, and content enhancements.
- ◆ Orchestrated the launch of cutting-edge OxeFit app, including the consumer product XS1, showcasing strategic vision and project management skills in the ever-evolving fitness tech landscape.
- ◆ Leveraged performance analytics, SEO & SEM, and CRM tools to optimize project outcomes.

- ◆ Spearheaded dynamic redesign and conception of the acquired HIT IT GREAT app at OxeFit, elevating functionality and user experience to new heights.
  - Overhauled app while transforming initial poor appeal into stellar customer retention rate with subscribers showing a loyalty rate of 94%, a testament to the enduring appeal achieved through strategic enhancements.
- ◆ Orchestrated strategic expansion of digital audiences on trending platforms, TikTok, and YouTube. Focused on views over subscribers, acknowledging growth from modest 3,000 units in the field compared to industry leaders with millions.
  - Propelled TikTok followers to 16K and cultivated a robust YouTube presence with 1K subscribers in 18 months.
  - Implemented dynamic organic growth tactics, resulting in 750K+ YouTube views and 19.5M TikTok views.
  - Cultivated Instagram following to 15.4K, with Reels accumulating a remarkable 21M organic views.
- ◆ Secured world-class athletes and celebrities (**including Dak Prescott, Harry Kane, Dustin Johnson, Jalen Hurts, Iskra Lawrence**) for impactful marketing and content-based partnerships through talent acquisition efforts.
- ◆ Partnered with revenue strategy team and external deliberate partners to architect robust content playbook and toolkit.
  - Improved brand awareness, stimulated third-party sales, and cultivated lucrative corporate relationships by demonstrating innovative approach to content-driven growth.
- ◆ Organized production efforts into four pivotal verticals: sales and marketing, social engagement, on-demand fitness and lifestyle classes, and live events/activations.
- ◆ Leveraged collaborative efforts with writers, producers, editors, and other inspired professionals for production of dynamic video and print marketing/sales content.

Go Convergence, LA, CA & Orlando, FL

2015 – 2022

### **Executive Producer / Managing Director**

Directed national campaigns, crafted branded content, and executed digital and social projects, encompassing both short- and long-form formats. Formulated detailed scopes, work plans, and timetables for projects, coupled with drafting of technical and production specifications. Led entire production process, from conceptualization to post-production, managing development, scripting, testing, crew coordination, editorial and VFX/graphical elements, color and sound mixing, VO sessions, and music composition/selection.

- ◆ Executed award-winning, resourceful launch of a new Water Flosser for Waterpik while leading creative development and helping in attracting and securing 9.5M in billing from clients including Net Spend, NASA, and Dish Network.
- ◆ Expanded account services to include regional broadcast/cable commercial buys, adding \$1M in additional business.
- ◆ Generated additional \$4.2M in revenue by pitching companion commercials and original branded content campaigns.
- ◆ Orchestrated re-shoots and managed budgeting, scheduling, casting, production, and re-edits for national infomercials.
- ◆ Managed budgets ranging from \$15K to \$4M while overseeing teams of up to 15 direct reports and 40+ indirect reports.
- ◆ **Key Clients:** Shark-Ninja, Dish Network, Folgers, NASA, Alarm.com, Nutri-System, Worx, Waterpik, Walt Disney Companies, Orlando Magic, Wilson Tennis, Pilgrim's Pride, Atlantis-Kerzner Resorts, Nassau Paradise Island, Smuckers, 3M, and Golf Channel.

Emergent Order, Austin, TX

2013 – 2014

### **Head of Production / Business Development Lead**

Innovated, developed, pitched, produced, wrote, and supervised original content, spanning national campaigns, digital and social initiatives, original digital series, and short and long-form projects. Implemented streamlined production procedures, offering expert guidance in budgeting, scheduling, and staffing to confirm optimal project execution.

- ◆ Transformed a three-employee, living room-based startup into a thriving mid-level production company with over 35 employees, comprising both full-time and contract positions, resulting in annual billings exceeding \$10M+.
- ◆ Involved in constructing, expanding, and leading the Media Production Department at Emergent Order, as well as overseeing business development and creative direction for accounts.
- ◆ Secured funding (750k) from Whole Foods for the original documentary, AT THE FORK.
- ◆ Obtained \$2.5M+ in funding from Harvard for economics-based content, encompassing the original series Econ-pop (1.3M), Share Wars (3.08M), and Econ-rap battles (18.13M); cumulative total of 22.5M+ views (1.3M hours watched).
- ◆ Managed diverse teams of both direct and indirect reports, supervising crews/budgets ranging from \$25K to \$2M.
- ◆ Cultivated relationships with key clients, such as Whole Foods Market, Pfizer, Comedy Central, Paramount Network, Harvard University, and KindHealth.

## **Additional Experience**

**Head of Media Production**, Murphy Turner Associates, Austin, TX & Washington DC

**Creative Executive**, Paramount Pictures, Los Angeles, CA

**Creative Executive** - Sony Screen Gems, Culver City, CA

## **Education**

**Bachelor of Science, Radio-Television-Film (Minor: Marketing & Advertising)**, University of Texas at Austin