

AARON T HUFFMAN

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Summary of Qualifications

- 15+ years experience in building & maintaining key strategic partnerships, developing branded content & managing productions globally.
- 12+ years experience in leading creative team productions and development in feature film, television & digital production.
- 10+ years experience strategic content development with brands like GoPro, X-Games, World Surf League, Red Bull, American Express, Tour de France, Ford and other major brands.
- Knowledge of current digital technologies, publishing tools and trends with regards to advertising communications and marketing industries.
- Strong production and project management skills coupled with the ability to quickly generate ideas working within all budgets, various mediums, accelerated timelines with the desire to find the narrative in anything.

Professional Experience

GoPro, Inc. - Senior Producer, April 2012 – February 2016

GoPro, Inc. is transforming the way people capture and share their lives. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion.

- Hands-on versatile Producer developing strategic advertising and marketing concepts while providing artistic and project leadership in a multi-project, team environment.
- Responsible for production of on-line video campaigns for GoPro brand and partnerships.
- Manage a team of 3 key verticals for large-scale activations such as Oracle Team USA, Nike Street League, GoPro Mtn. Games, Ironman Kona, ESPN X-Games, World Surf League, Vans Triple Crown, NBC's Red Bull Signature Series etc.
- Develop and execute on-line, commercial and broadcast videos for promotional purposes.
- Collaborate with sports, lifestyle, channel marketing, and social media teams to maximize content distribution for all productions across GoPro Networks.
- Work with partners and outside production companies defining deliverables, on-site execution and contract fulfillment.
- Able to translate inspired creative storytelling/ideas and concepts through execution with clarity and humor.
- Viewed as a leader by peers & internal departments as the one who, "gets things done."

Verticals

Adventure/Endurance

- 47 athletes
- 11 events/series
- Over 100 on-line videos 2013 - 2015
- 46 broadcast TV show integrations from 2013 - 2015
- 6 broadcast NBC GoPro Mountain Games shows 2013 & 2014

Board Sports

- 27 athletes
- 10 events/series
- Over 100 on-line videos 2013 - 2015
- 2 broadcast TV (1 CBS SPORTS Mavericks 2013/2014)
- 20 brand integrations for TV and Web broadcasts

Personal Achievements:

- Developed and lead over 50% of GoPro television and webcast integrations in 2013-2015, such as Mavericks, World Surfing League, Vans Triple Crown, Ironman Kona, NBC's World of Adventure, Red Bull Signature Series & more.
- Managed and maintained ongoing relations with major partnerships while developing new inbound content strategies and executing new complex content opportunities with partnerships: VVF/GoPro Mountain Games, Oracle Team USA, Red Bull Media House, Airventure Oshkosh/EAA, Alli Sports, NBC Network, CBS Sports, Nike Street League, Vans Triple Crown, Cannondale, Specialized, Ironman Kona, Tour de France and other production houses.
- Established the creation of legal documentation for permits, releases, licenses, memorandum of agreements, athlete signoffs and executed full event/media contracts defining deliverables and execution on those events.
- Produced over 10 broadcast shows with GoPro branded integrations within broadcasts; GPMG, WOA, SL etc.
- Set up Wiredrive and other technology for distribution of assets as a production tool.
- Integrated communication with European team, GoPro Athletes and all GoPro internal departments to achieve brand and marketing goals.
- Worked with various Project Management systems to achieve better transparency through out the organization.
- Overall 15% under budget across both Adventure, Endurance & Board verticals two years in a row.

Freelance - Director/Copywriter/Producer, September 2009 – April 2012

Produced freelance advertising campaigns including television ads, websites and on-line videos.

- BRIGHTROLL, INC - Conceptualized, produced and directed video marketing assets for website and web advertisements.
- MEDIA FACTORY - Production of on-line video campaigns for American Express Platinum and Premium Gold Card products.
- LA Medical Association (LAMCA) - Wrote and directed "Breathe" video for Cure The Air & developed an integrated website.

Spot Runner, Inc. - Associate Creative Director, May 2007 – May 2009

Director/Copywriter, May 2005 – May 2007

Headquartered in Los Angeles, Spot Runner develops technology platforms and delivers services for video advertising, namely broadcast, cable and online video.

- Provided creative leadership, ideas and strategies to the client and project teams alike.
- Managed clients such as Stub Hub, Buy.com, Taleo, Baja Fresh and Beautology.
- Monitored and managed teams to ensure timely delivery of digital products and services to accounts.
- Collaborated with production, sales and engineering to create scalable workflows for organization.
- Acted as a liaison between marketing, production, creative planning and strategy to design ad products.
- Developed a web-platform for digital advertising & marketing products and supervised production for over 1000 digital ads including custom ads for Baja Fresh, Coldwell Banker, eBags.com and Ola Loa.
- Director/Copywriter of Telly Award-winning co-branded DeBeers/DPS ad in partnership with JWT, NY.

Film & Television Experience

HAPPY MADISON PRODUCTIONS/ CALLAHAN FILMWORKS - Assistant to Director, February 2002 – May 2005

- "The Longest Yard", "50 First Dates", "Anger Management" & "Hidden Hills" (NBC TV Series)
- Director: Peter Segal, Producers: Adam Sandler, Jack Giarraputo
- Organized and Directed 2nd Unit shoots for Director and Director of Photography.
- Wrote script & story notes, coordinated VFX, story development, storyboards, shot lists and production related processes.

RADIANT PRODUCTIONS FILM & TELEVISION - Assistant to Producer, January 1999 – January 2002

- "The Perfect Storm", "Bicentennial Man", "Instinct", "The Agency" (CBS TV series)
- Director: Wolfgang Petersen Producers: Wolfgang Petersen, Gail Katz
- Corresponded daily with filmmakers, studio executives, agents, managers and casting directors.
- Provided assistance with story development and development tasks.

Relevant Skills

- Strategic Thinker
- Effective in multi-department Business Development
- Developing and Executing Production Strategies/Creative
- Understanding Partnerships
- Cross-Functional Collaboration
- Leading Production Teams
- Ability to Engage Influencers at Multiple Levels
- Building Effective Internal/External Communication
- Maximizing Content Distribution
- Working with External Production Agencies
- Expert in Video and Content Creation
- Developing Talent & Leads by Example
- Negotiating Sales Contract Terms
- Superior Client Relationship Management

Education

UNIVERSITY OF SOUTHERN CALIFORNIA - SCHOOL OF CINEMA-TELEVISION

Bachelor of Arts, Critical Studies, Graduated June 1998

BOOKSHOP ADVERTISING SCHOOL

September 2007 - May 2009

SKILLS: Microsoft Office suite, Wiredrive, Premiere 6, Photoshop, Workday etc.