

Syd Stratman

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Professional Summary

Senior video producer and editor with experience developing award-winning digital and broadcast shows, producing and editing high-view YouTube content, and managing production teams of up to 20 people.

AREA OF EXPERTISE

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|--------------------------|-----------------------|------------------------|
| - Multi-platform Content | - Adobe Premiere | - Airtable |
| - Audience Analysis | - Adobe After Effects | - Media Management |
| - Brand Creation | - Adobe Photoshop | - Logistics Management |
| - Digital Strategy | - Video Editing | - Quality Control |

PROFESSIONAL EXPERIENCE

Founder/Producer, Fix Your Hearts Media, *Los Angeles, CA* | June 2023 - Present

- Advises clients on pre-production decisions including casting, locations, equipment, and copy to keep projects aligned with scope and brand goals.
- Leads multiple production projects simultaneously, ensuring on-time completion and high-quality products.
- Produces, writes, and hosts the original YouTube show, *The Horror Scope*, showing end-to-end ownership.
- Cultivates long-term relationships with clients.
- Monitors project budgets to ensure accuracy and prevent overages.

National Productions Producer, Twin Cities PBS, *St Paul, MN* | November 2021 - July 2025

- Produced digital, broadcast, and social media content for *America Outdoors*, contributing to stronger viewer engagement and reach by 10-25% across formats.
- Pitched ideas and built decks for outside funding and distribution, gaining interest from CNN, National Geographic, as well as production companies in Canada and France.
- Casted talent, researched and interviewed experts.
- Wrote engaging copy, enhancing audience retention.
- Managed post-production for broadcast show *America Outdoors with Baratunde Thurston*.
- Launched PBS Digital Studios show *America Outdoors: Understory*.
- Trained Local Productions producers on YouTube best practices and how to build and pitch projects for outside funding.

Associate Producer - Membership, Twin Cities PBS, *St Paul, MN* | March 2020 - November 2021

- Produced live-broadcast in-studio shows with crews of up to 20 people.
- Fostered a collaborative environment, significantly improving crew satisfaction.
- Coordinated travel and lodging for outside talent and crews.

Digital Editor/Producer, Twin Cities PBS, *St Paul, MN* | March 2019 - March 2020

- Analyzed viewer data to guide content decisions, increasing program relevance and appeal.
- Launched PBS Digital Studios show *Sound Field*.

- Grew brand new channel to 100k subscribers in 7 months.
- Created thumbnails that achieved 7% average click-through rates, 40% above channel average, driving discovery for *Sound Field*.

Lead Video Journalist, The Minnesota Daily, *Minneapolis, MN* | May 2018 - March 2019

- Produced weekly video stories independently while meeting journalistic standards and delivery expectations.
- Interviewed subjects while ensuring participant comfort to improve content quality.
- Mentored other Video Journalists

ADDITIONAL EXPERIENCE

Senior A/V Technician | Corporate Video Production Specialist | Marketing Copywriter/Producer

EDUCATION

B.A. Studies in Cinema and Media Culture, University of Minnesota - Twin Cities, *Minneapolis, MN*