

Syd Stratman

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VIDEO PRODUCER | EDITOR | WRITER | MEDIA CONSULTANT

AREA OF EXPERTISE

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

CAREER HIGHLIGHTS

Show Creation: Developed and premiered three YouTube shows, including two for PBS Digital Studios: *Sound Field* and *America Outdoors: Understory*.

Video Editing: Edited videos with over half a million views each on YouTube.

Team Management: Managed production teams of up to 20 people.

PROFESSIONAL EXPERIENCE

Founder/Producer, Fix Your Hearts Media, *Los Angeles, CA* | June 2016 - Present

- Consults clients on how to maximize results based on materials and budgets.
- Handles multiple production projects, ensuring timely completion and high-quality products.
- Produces, writes, and hosts an original YouTube show, *The Horror Scope*.
- Fosters long-term relationships with clients.
- Monitors project budgets to ensure accuracy and prevent overages.

Producer - National Production | November 2021 - July 2025

Associate Producer - Membership | March 2020 - November 2021

Editor/Producer - Digital Productions | March 2019 - March 2020

Twin Cities PBS, *St Paul, MN*

- Produced digital, broadcast, and social content, boosting viewer engagement and reach.
- Pitched ideas and built decks for outside funding and distribution.
- Casted talent, researched and interviewed experts.
- Wrote engaging copy, enhancing audience retention.
- Analyzed viewer data to tailor content, increasing program relevance and appeal.
- Fostered a collaborative environment, significantly improving crew satisfaction.

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

- Produced weekly video stories independently to journalistic standards.
- 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*