

# Syd Stratman

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## **Twin Cities PBS, St Paul, MN**

### *Producer – National Productions*

November 2021 – July 2025

- Produced digital content, enhancing viewer engagement and reach.
- Developed documentaries and educational programs, driving educational impact.
- Pitched ideas and builds decks for outside funding.
- Researched and interviewed experts, ensuring content accuracy and depth.
- Casted shows and provides suggestions on how best to use the talent's skills.
- Wrote engaging copy, improving audience retention.
- Boosted engagement by integrating innovative digital strategies in documentaries.
- Analyzed viewer data to tailor content, enhancing program relevance and appeal.

### *Associate Producer – Membership*

March 2020 – November 2021

- Planned and coordinated live and prerecorded shoots, ensuring seamless production workflows.
- Managed travel and logistics for staff and talent, optimizing schedules and reducing costs.
- Assisted visiting cast and crew, ensuring all needs were met for smooth operations.
- Reviewed broadcast and web materials for quality control, maintaining high production standards.
- Boosted team productivity by optimizing scheduling and coordination processes.
- Fostered a collaborative environment, significantly improving crew satisfaction.

### *Editor/Producer – Rewire*

March 2019 – March 2020

- Handled multiple production projects, ensuring timely completion and high-quality results.
- Set up and dismantled equipment efficiently for various shoots, maintaining operational readiness.
- Coordinated with guests and production staff via email and phone, facilitating smooth communication.
- Refined content and visuals for multi-platform distribution, ensuring high quality.

## **Stratman Productions – Producer/Videographer**

June 2016 – Present

- Simultaneously manage writing, recording, and editing projects for diverse clients, ensuring timely delivery.

- Provide accurate time and cost estimates, enhancing project planning and client satisfaction.
- Ensure positive experiences for new and existing clients, fostering long-term relationships.
- Streamline project workflows, enhancing client satisfaction and retention.
- Monitor project budgets to ensure accuracy and prevent overages.

### **The Minnesota Daily, Minneapolis, MN – Lead Video Journalist**

May 2018 – March 2019

- Produced weekly video stories independently, enhancing storytelling quality and viewer engagement.
- Coordinated with interview subjects and journalists, ensuring timely and insightful content delivery.
- Fostered a welcoming environment for interviewees, improving interview quality and participant comfort.
- Boosted audience engagement by producing compelling weekly video content.

### **University of Minnesota, Minneapolis, MN – Senior A/V Technician**

September 2017 – December 2018

- Recorded and streamed high-quality video and audio for University events, enhancing viewer engagement.
- Delivered efficient and friendly client service, ensuring satisfaction and repeat business.
- Managed AV setups for large-scale university events, ensuring high-quality production.
- Trained new staff on AV equipment, boosting team efficiency and service quality.
- Ensured meticulous synchronization of audio and video feeds for optimal event delivery.

### **Saint Paul Neighborhood Network, St Paul, MN – Production Intern**

January 2018 – May 2018

- Assisted in various production tasks ensuring smooth operations and timely completion of projects.
- Maintained cleanliness of production areas post-shoot, enhancing workflow efficiency.
- Streamlined production setups, reducing setup times by efficiently organizing resources.

### **Regis Corporation, Minneapolis, MN – Video Production Specialist**

September 2015 – July 2016

- Coordinated with clients and talent to gather necessary materials and footage for video projects.
- Set up lighting, microphones, cameras, and props for studio video production, ensuring optimal conditions.
- Designed video graphics using Photoshop and After Effects, enhancing visual appeal and engagement.
- Maintained high-quality video output with precise editing and color correction.
- Collaborated with cross-functional teams to align video content with brand goals.

## **Ron Sherman Advertising, Little Rock, AR** – *Writer/Producer*

June 2013 – August 2015

- Managed end-to-end project lifecycles, ensuring timely delivery and quality standards.
- Fostered team synergy in producing dynamic multimedia content under tight deadlines.
- Elevated brand presence by crafting compelling content across media platforms.
- Promoted from Assistant Writer to Writer/Producer within 6 months due to exceptional performance.

## **EDUCATION**

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

## **Skills**

Multitasking

Problem-solving

Adobe Creative Suite

Airtable

Frame.io

Attention to detail

Microsoft Office

Ability to Work independently

Community Building

Digital Strategy

Content Creation

Audience Analysis

Quality Control

Logistics Management