

Chris Schulz

Video Narrative Producer · Director · Storyteller

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Narrative video producer and director with 12+ years telling stories that make complex worlds accessible—from medical science and fine art to music and emerging technology. I find the human story inside expert-level subject matter and bring it to life on screen. I've built editorial video operations from scratch, managed agency and freelance teams at scale, and shot everything from auction-house masterpieces to live music to pharmaceutical explainers. I work best when the material is unfamiliar and the stakes are high—and I think this role could be a perfect fit.

EXPERIENCE

Senior Video Producer & Director

GoodRx — New York, NY — Nov 2021 – Present

- Write, produce, and direct all video content for GoodRx and GoodRx Health, translating peer-reviewed medical and pharmaceutical topics into accessible narrative video—driving 37M+ sessions YTD with 10% average monthly growth
- Collaborate directly with doctors, pharmacists, and public health thought leaders to develop stories that make complex health and technology subjects tangible for broad audiences
- Direct cross-functional team of editors and animators; manage post-production pipelines delivering 40–70 videos per month on tight editorial schedules
- Manage agency and freelance production partners end-to-end: budgeting, scheduling, vendor relationships across simultaneous projects
- Hands-on camera operator and DP (Sony FX6/FX3), lighting engineer, and audio mixer; designed and oversaw construction of GoodRx's in-house production studio

Creative Director & Cinematographer

SchulzFilms — New York, NY — Mar 2016 – Present

- Develop, budget, write, produce, and shoot narrative and branded video for Sotheby's, Sony Music, Universal Orlando Resorts, KonMari Media, Saatva, and other clients
- 10M+ video views across YouTube, Facebook, and OTT; consistently bridge brand objectives with authentic editorial storytelling
- Full end-to-end ownership: creative development, talent coordination, production, and post-production delivery

Video Producer

Sotheby's — New York, NY — Feb 2020 – Nov 2021

- Wrote, directed, and produced 150+ narrative video pieces including coverage of The Macklowe Collection—which became the most valuable collection ever sold at auction (\$922.2M)
- Developed creative narratives translating expert analysis of masterpieces (Picasso, Warhol, Monet) into video that gave global buyers unprecedented access—contributing to record digital engagement and sales during the pandemic
- Coordinated across departments to produce specialist interviews and lot footage, earning trust with deep experts unaccustomed to working with video producers

Senior Producer & Director

Baeble Music — Brooklyn, NY — Nov 2017 – Oct 2021

- Conceptualized, wrote, and directed live performances, artist profiles, documentary shorts, and original series with James Bay, Mumford & Sons, LAUV, Chvrches, Disclosure, and more
- Delivered creative content totaling 500M+ views across OTT and digital platforms; grew monthly viewership 35% to 200K+ hours viewed globally
- Led 8-person content team; developed new original formats and managed editorial calendars across broadcast and internet-first distribution

Senior Coordinator, Epic Records

Sony Music Entertainment — New York, NY — Aug 2016 – Apr 2017

- Coordinated creative project development across A&R, Marketing, Video, and Publicity on behalf of the label President; planned production for 20+ artists including Travis Scott ("goosebumps," 1.85B+ streams)

Writer & Producer

CareerBuilder — New York, NY — Aug 2015 – Aug 2016

- Wrote and produced all online and broadcast video content including 9 national commercials; managed \$5M+ annual production budgets with 350+ crew

Writing Assistant to Denis Leary

Apostle Pictures — New York, NY — Jun 2014 – Jul 2015

- Writing assistant for the FX series Sex&Drugs&Rock&Roll; liaison between FX Networks and production during development

EDUCATION

MFA, Creative Writing in Fiction & Film — Columbia University, 2014

BA, English & Biology — University of Virginia, 2012

CAPABILITIES

Production Narrative Video · Documentary · Editorial · Artist Profile · Branded Content · Broadcast · OTT & Internet-First

Craft Writing · Directing · Cinematography (Sony FX6/FX3, RED) · Lighting · Audio · Editing (Premiere, FCPX, AVID) · Full Adobe Suite

Leadership Team & Agency Management · Budget & Vendor Negotiation · Studio Build-Out · Cross-Functional Coordination

Domains Translating complex technical/scientific topics for broad audiences · Health & Pharma · Fine Art · Music · Technology & AI