

AMY BERRIAN SCHADT

SENIOR CREATIVE PRODUCER | LUXURY HOSPITALITY & BRAND EXPERIENCES | NARRATIVE STRATEGY

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EXECUTIVE PROFILE

Brand narrative and experiential marketing leader with 12+ years turning complex, high-volume material into cohesive stories and premium audience experiences. Story-produced 40+ hour-long episodes and contributed to 60+ more; promoted to Supervising Story Producer with leadership across a 22-person cross-functional creative team. Brings an uncommon combination of luxury-travel and loyalty-program expertise, creative direction, guest-centered design and end-to-end production management.

AREAS OF EXPERTISE

Luxury Hospitality and Guest Experience	Brand Voice and Content Strategy	Experiential Marketing and Events	Loyalty and Premium Traveler Strategy
Narrative Strategy and Story Architecture	Talent, Vendor and Stakeholder Management	Cross-Functional Creative Leadership	Budget, Schedule and Deliverable Oversight

RELEVANT EXPERIENCE

MOM'S GONE WANDERING | *Founder, Points and Miles Travel Education* 2024–2026

- Founded and directed a digital travel-education brand centered on premium travel and loyalty-program strategy, translating complex airline, hotel and transferable-points ecosystems into accessible editorial content and educational experiences.
- Planned and booked complex luxury family travel across airline, hotel and premium-card ecosystems, documenting more than \$400K in estimated savings versus comparable cash rates.
- Designed a five-person Bali itinerary that saved an estimated \$140K in airfare value, including first-class travel booked for \$140 in out-of-pocket airfare.
- Directed end-to-end digital content production across long-form editorial, photography, social media and educational resources, combining luxury visual standards with approachable, personality-driven storytelling.

ALL3MEDIA | *Supervising Story Producer and Story Producer* 2022–2024

Selected credits: OutDaughtered, Seasons 6–7 (TLC); Little People, Big World, Seasons 15–16 (TLC)

- Managed a cross-functional post-production pipeline spanning eight Story Producers, 12 Editors and two Associate Producers, aligning creative execution, network expectations, schedules and season-level priorities.
- Partnered with the Executive Producer to shape season-long narrative arcs, align individual episodes to the creative vision, and track delivery against budget and schedule.
- Reviewed story-team work, redirected episodes when narrative beats were not landing, and supported editors through execution and revision.

KINETIC CONTENT | *Story Producer and Associate Story Producer* 2016–2024

Selected credits: The Ultimatum: Queer Love, Season 2 (Netflix); Married at First Sight, Season 13 (Lifetime); Little Women: Atlanta, Seasons 4 and 6; Little Women: LA, Seasons 3–4

- Distilled two to four hours of raw field footage into focused two- to four-minute scenes by identifying the strongest emotional beats, context, conflict, humor and payoff.
- Built hour-long episodes with cold opens, hooks, act breaks, act-outs, callbacks and interwoven story arcs designed to sustain audience attention.
- Worked directly with editors through scene execution, notes and revisions to protect story intent, pacing, continuity and tone under fixed delivery deadlines.

EXPERIENTIAL PRODUCTION AND GUEST EXPERIENCE

INDEPENDENT <i>Creative Director and Experiential Producer, Private Celebrations</i>	Selected Projects
• Conceived and produced 12+ large-scale private celebrations, including an \$80K wedding and a 70-guest immersive fairy event, owning concept, budget, schedule, sourcing and day-of execution. • Designed cohesive guest journeys across invitations, décor, custom signage, food and beverage presentation, full-bar service, cake design, favors, entertainment and spatial flow. • Created and managed a hands-on craft experience for 24 children while coordinating vendors, supplies, timing, guest safety and adult hospitality. • Developed original entertainment—including the comic fairy character “Beardilocks,” an interactive scavenger hunt and performer coaching—to make a polished event feel personal, surprising and memorable.	

ADDITIONAL PRODUCTION EXPERIENCE

WARNER BROS. PICTURES <i>Director's Assistant to Dax Shepard, CHiPs</i>	2015–2016
• Managed high-touch scheduling, communications, logistics and rapidly changing priorities for Dax Shepard, with frequent coordination involving talent, representatives and production departments. • Combined creative problem-solving with precise execution in a fast-moving feature-film environment where discretion and follow-through were essential.	

SELECTED TELEVISION AND FILM PRODUCTIONS <i>Story, Field, Digital and Post Production</i>	2012–2022
Evolution Media • NBCUniversal • 51 Minds Entertainment • Goodbye Pictures • Push-It Productions • Articulus Entertainment • Wishing Well Pictures	
• Credits include Nikki Glaser Project (E!), Steve TV (NBC), Battle of the Fittest Couples (CMT), Detroit Empire (A&E), Last Comic Standing (NBC), Operation Change (OWN) and The Challenger. • Field-produced talent and story material in Los Angeles and Tanzania, adapting quickly to real-world constraints while protecting the intended narrative and production schedule. • Earlier career experience includes serving as Executive Assistant to the Executive Producer of CSI: NY, building a foundation in executive support, creative coordination and high-stakes follow-through.	

CAREER IMPACT

40+ hour-long episodes personally story-produced • 60+ additional episodes supported • 22-person largest cross-functional team supervised
\$400K+ estimated family travel savings through loyalty strategy • 12+ immersive private events designed and produced

EDUCATION

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE Bachelor of Arts in Theatre Arts, 2007
