

TODD DAVID BAKER

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PRODUCER

Creative and production-savvy, broadcast and online Producer/Writer/Editor, with an exemplary on-time record of delivering programming in the talk (live and live-to-tape), current affairs, entertainment-related documentaries, music, and reality genres. Shepherds projects from concept through execution to delivery. Leverages expertise in field production, shooting, lighting, audio, editing, and story structure to successfully manage personnel, engage in creative decision making, and oversee production schedules. Tenaciously focuses on quality, scheduling, and budget utilizing honed creative problem solving, leadership, and communication skills.

KEY COMPETENCIES

- Broadcast and livestream video
- Multi-Genre and multi-platform
- Social media video
- Search engine optimization (SEO)
- Communication
- Leadership
- Journalism
- Post-production
- Branded content
- Storytelling and structure
- Field production
- Creative problem solving

FEATURED PROJECTS

- **Livestream Producer: Global Citizen Festival (Global Citizen, 9/2018 & 8/2019 – 10/2019)** bit.ly/GlobalCitizenFest2019
- **Segment Producer: Grammy Awards (Pre-Show) - Red Carpet Live! (CBS – AEG Ehrlich Ventures, 1/2018)**
- **Producer/Editor: "Howard Stern on Demand" (Howard TV – iN DEMAND, 3/2010 – 10/2013)** bit.ly/SternShow
- **Writer: "Wicked Attraction" (Investigation Discovery / M2 Pictures, 3/2010 – 5/2010)**
 - Wrote a one-hour episode that included actor re-creations for this documentary series.
- **Freelance Field Producer - "Attack of the Show" (G4TV, 8/2009 – 10/2010)**
 - A daily technology and entertainment news - talk show based in Los Angeles. Field produced shoots in New York, including movie press junkets and celebrity interviews. Also wrote questions and oversaw G4 TV's talent when they appeared in assignments. bit.ly/AttackoftheShow
- **Development Producer: "The Big Idea with Donny Deutsch" (CNBC, 4/2008 – 6/2008)**
 - Developed and produced a series of segments intended as a spin-off of Donny's news - talk show. Segments focused on inventors selling their products to national chain stores. Created strategic corporate partnerships, booked guests, scouted locations, directed field shoots, wrote script, and oversaw post-production.

SKILLS

- Proficient on several digital video cameras, audio recording (owns Sennheiser wireless mic and Tascam mixer), lighting (owns Arri four-light Softbank kit), Focusrite 2i2, Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop), iNews, SnappyTV, and Xpression software;
- DJI Mavic Air (drone videography), Google Drive, Google Analytics, SEO implementation, experienced in AP Style;
- Social media skills include YouTube channel management, Instagram, Snapchat, Facebook, and Twitter;
- Honed leadership and interpersonal skills as a firefighter with the Dix Hills Fire Department – Dix Hills, NY

PROFESSIONAL EXPERIENCE

Caffeine TV

June 2020

Field Producer

Produced an hour and a half two-camera live shot for Caffeine TV's 30th anniversary special of the album "Let the Rhythm Hit 'Em" by the rap group Eric B. and Rakim.

- Hired camera crew and P.A.s.
- Liaised on-site between group's management and Caffeine personnel.
- Resolved technical issues as they arose allowing for a successful online transmission.
- Established workplace COVID-19 guidelines to ensure the safety of crew and talent.

Global Citizen Festival, Global Citizen

September 2018 & August 2019 – October 2019

Livestream Producer

Produced the livestream for the 2018 and 2019 Global Citizen Festivals, featuring such well-known musical acts as Janet Jackson, The Weeknd, John Legend, Cardi B, Shawn Mendes, H.E.R., and Queen.

- Led the preparation of technical operations (including encoding, end-to-end tests, graphics, etc.) and successful live online transmission of the show to YouTube, Twitter, and Yahoo! by working with engineering and other video production partners / vendors.
- Involved in the set-up of SnappyTV clipping, as well as the in-stream integration of Johnson & Johnson branding.
- Implemented the use of the YouTube Giving tool and paved the way for use of YouTube's Merch Shelf for the next event, both firsts for Global Citizen.
- Maximized YouTube audience engagement on the stream's 72- hour replay as well as the show's VOD clips.
- The 2018 show garnered 10 million individual views, and 14 million in the following year.

Grammy Awards (Pre-Show): Red Carpet Live! (CBS – AEG Ehrlich Ventures)

January 2018

Segment Producer

Produced Nancy O'Dell and Kevin Frasier's live and taped interview segments. Utilized extensive knowledge of multiple music genres, artists, pop culture, and current events for this live pre-Grammy Awards telecast.

Good Baker Productions

September 2012 – December 2017

Co-Owner

Full-service television production company. Led a diverse slate of programming initiatives across a broad range of formats and genres with a focus on unscripted non-fiction programming. Projects included, but not limited to, the following:

- **Creator/Executive Producer/Editor - "Big Meals, Small Places"** (Digital – Maker Studios, 2014 – 2017)
Cooking show produced in a strategic partnership with Disney's Maker Studios for distribution on multiple platforms including MSN, AOL On, YouTube, Amazon Prime, Canal+, Spotify, SlingTV, etc. Managed the end-to-end production process, from project development (ideation) to planning, graphics, finishing (color/sound), and distribution. Some specific duties included editing, shooting, writing, booking, maintaining the day-today schedule, overseeing budget, creation of SEO titles and descriptions, as well as the creation and implementation of social media campaigns.
- **Co-Creator / Co-Executive Producer - "Escaping Alaska"** (TLC, June 2010 – October 2014)
Developed this non-scripted, six-episode series. Secured collaborative partnership with Hot Snakes Media.
- **Development Producer – Multiple Shows – Multiple Production Companies (June 2014 – April 2016)**
 - "Extreme Selfies" – Hot Snakes/Good Baker – Adventure/Travel with war photographer, Lee Thompson. Presentation reel commissioned by the Travel Channel.
 - "Cash for Homes" – Hot Snakes/Good Baker – Renovation show.
 - "Raise the Roof" – MY Entertainment/Good Baker – Renovation/design presentation reel for HGTV.
- **Producer - Social Media Projects (September – November 2012)**
 - "Spirits and Hops with Richard Christy" – Break.com – Series on craft beer in New York City.
 - Online series focused on New York's best and least known microbrew bars. Host: Richard Christy – "The Howard Stern Show".
 - "Celebrity Checkup" – Mademan.com – PSA for Movember.com hosted by Sal Governale and Richard Christy.
 - Online public service announcement heightening awareness of prostate cancer screening.

"The Conservative Convention" (Conservative Review Television)

February 2016

Video Producer

Live online political town hall - South Carolina presidential primaries. Utilized strong editorial judgment over multiple assigned projects, including EVS material.

"Howard Stern on Demand" (Howard TV – SVOD)

March 2010 – October 2013

Producer/Editor

Produced the live-to-tape daily-televised version of Howard Stern's Sirius XM morning radio talk show, "The Howard Stern Show". Led a small team to ensure same day turnaround of all episodes. Involved in episode selection. Paper cut the show. Oversaw all aspects of the main edit. Acted as a liaison with the radio production, legal and clearance teams. Edited video packages. Field produced elements. Re-purposed episodes of older assets within the show's video library. Additionally, tasked to ideate and pitch segment and guest ideas in the weekly writers' meeting based on knowledge of entertainment and social landscapes, celebrities, pop culture, as well as current trends.

EDUCATION**Master of Science**

Columbia University, Graduate School of Journalism

Broadcast journalism concentration. Covered national politics and general news for multiplatform pieces on two campus news websites. Wrote a story for a political reporting course that was published in The Huffington Post.

Bachelor of Arts – Major: Theatre Arts

California State University, Northridge

COVID-19 Compliance Officer (C19CO)

Health Education Services

Safe Sets COVID-19 (Level A) Certificate

Safe Sets International