

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 multiplatform
- Social media video
- Search engine optimization (SEO)
- Communication
- Leadership
- Journalism
- On-time delivery
- 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)** [GCF Video Sample](#)
- **Segment Producer: Grammy Awards (Pre-Show) – "Red Carpet Live!" (CBS – AEG Ehrlich Ventures, 1/2018)**
- **Co-Executive Producer: Escaping Alaska (TLC – Hot Snakes Media, 2014)** [Escaping Alaska - Video Sample](#)
- **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)**
- **Freelance Field Producer - "Attack of the Show" (G4TV, 9/2009 – 10/2010)** [Attack of the Show Video Sample](#)
- **Development Producer: "The Big Idea with Donny Deutsch" (CNBC, 2008)**

SKILLS

- Proficient on several digital video cameras, DJI Mavic Air (drone videography), audio recording (owns Sennheiser wireless mic, Tascam mixer and a Focusrite 2i2), lighting (owns Arri four-light Softbank kit), Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop), Avid Media Composer, iNews, SnappyTV, and Xpression software;
- Microsoft Office (Word, Excel, etc.), Google Drive, Google Analytics, SEO implementation, AP Style, Airtable, Slack; Frame.IO, Wrike;
- Social media skills include YouTube channel management, Instagram, Snapchat, Facebook, and Twitter;
- Volunteer firefighter with the Dix Hills Fire Department – Dix Hills, NY – 2008 – present.

PROFESSIONAL EXPERIENCE

Meredith Corporation

January 2021 – September 2021

Senior Producer

Producer of premium digital, editorial, branded, and social video for the Martha Stewart Living and Better Homes & Gardens brands.

- Responsibilities included the development and execution of short-, mid-, and long-form videos with brand experts, advertiser-sponsored videos, as well as various influencers and talent.
- Daily utilization of strong writing, and editing skills, project management experience, and content strategizing across multiple platforms including Meredith's O&Os, Instagram, Facebook, Twitter, and YouTube.
- Ushered all projects from development to post and delivery. Responsibilities included scheduling, hiring crews, field producing, directing, budgeting, acquiring archival footage, shooting, and much more.

Caffeine TV

June 2020

Field Producer

Produced an hour and a half two-camera live shot for Caffeine TV's 30th-anniversary livestream 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
Livestream Producer**

September 2018 & August 2019 – October 2019

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 subsequent year.

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

January 2018

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
Co-Owner

September 2012 – December 2017

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 to planning, graphics, finishing (color/sound), and distribution. Some specific duties included editing, shooting, writing, booking, maintaining the day-to-day 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.

"Wicked Attraction" (Investigation Discovery / M2 Pictures)**March 2010 – May 2010****Writer**

Weekly documentary series on murders committed by couples. Wrote a one-hour episode that included actor re-creations.

"Attack of the Show" (G4TV)**August 2009 – October 2010****Freelance Field Producer**

A daily technology and entertainment news - talk show based in Los Angeles. Field produced New York shoots, including movie press junkets and celebrity interviews. Wrote questions and oversaw G4 TV's talent on assignments.

"The Big Idea with Donny Deutsch" (CNBC)**April 2008 – June 2008****Development Producer**

Developed and produced a series of segments intended as a spin-off of Donny's news - talk show. Each segment revolved around inventors selling their products to national retail chain stores. Created strategic corporate partnerships, booked guests, scouted locations, directed field shoots, wrote host wraparounds and V.O., and oversaw post-production.

"Wife Swap" (ABC)**May 2006 – June 2006****Director**

Directed a 10-day shoot in Minnesota. Structured story elements and scheduled shoot in pre-production and in the field. In charge of crew and capturing all visual and story elements for a one-hour episode.

"Built for Speed" (MTV)**December 2005 – March 2006****Co-Executive Producer / Creator**

Docu-soap pilot for MTV following the lives of the world's first all-female formula race team. Created, developed, secured brand tie-ins, cast, and co-executive produced the show.

"Honey We're Killing the Kids" (BBC America)**October 2005 – January 2006****Producer/ Field Producer / Director / Writer**

Handled direction, camera, lighting, sound, story structure, writing of the episode, scheduling, and post-production for each assigned episode of this weekly health-related docudrama series.

- *"The Wonder Pets" (Nick, Jr. / Little Airplane) - Series, season 2, 13 episodes, scripted animation 30 min.*
- *"Guts + Bolts" (The History Channel / HTV) - Series, season 1, non-fiction, 30 min.*
- *"No Access: High Rollers" (The Travel Channel / The Kanter/Brownlee Company) Special, non-fiction, 60 min.*
- *"The Nick Cannon Show" (Nickelodeon / Tollin Robbins Productions) - Series, season 1, 13 episodes, unscripted, 30 min.*
- *"The Voyage to Atlantis: The Lost Empire" (ABC / Brad Lachman Productions) - Special, non-fiction, 60 min.*
- *"Inside Stuff" (NBC / Bella Entertainment for NBA Entertainment) - Series, non-fiction, 30 min.*
- *"Route 66: Main Street America" (TLC / Conspiracy Theory Productions) - Special, non-fiction, 60 min.*
- *"Arnold Schwarzenegger: Hollywood Hero" (TLC / Conspiracy Theory Productions) - Special, non-fiction, 60 min.*
- *"Famous Families" (Fox Family Channel / Van Ness Films) - Series, season 1, 3 episodes, non-fiction, 60 min.*
- *"Biography" – (A&E) - Series, season 10, 3 episodes, non-fiction, 60 min.*
- *"Home Team with Terry Bradshaw" (Syndicated / C3) - Syndicated strip, talk, 60 min.*
- *"Men of Means" (Todd Baker-Tom Donahue Productions / Buena Vista Distribution) - Feature film*
- *"John Woo's Once a Thief" (Fox / USA Network / NDG Productions) - Series, season 1, scripted, 60 min.*
- *"Shock Treatment" (CBS / NDG Productions) - Pilot, scripted, 60 min.*
- *"SFW" (A&E Films) - Feature film*
- *"Loveline" - (Remote Productions / MTV) – Pilots, talk, 60 min.*
- *"The Real World" (MTV / Bunim-Murray Productions) - Series, seasons 1 & 2, non-fiction, 60 min.*
- *"The Dennis Miller Show" (Tribune / Brillstein Grey Entertainment / AEG Ehrlich Ventures) - Syndicated strip, talk, 60 min.*
- *"James Brown Living in America" (SVOD - AEG Ehrlich Ventures) - Pay-per-view special*
- *"7th Annual Soap Opera Awards" (ABC / Dick Clark Productions) - Special*
- *"Super Bloopers and Practical Jokes" (NBC / Dick Clark Productions) - Series, season 6, 60 min.*

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, which The Huffington Post published.

Bachelor of Arts – Major: Theatre Arts

California State University, Northridge