

SUMMARY OF EXPERIENCE

Accomplished production executive with deep experience leading cross-platform campaigns for global brands including Paramount+, Showtime, MTV, Comedy Central, and Paramount Pictures. Known for supporting bold creative with smart, efficient production, delivering 2,000+ assets annually across AV, photography, digital, social, and live event formats. Expert in production management, operations, team leadership, and cross-functional collaboration. Focused on building teams and scalable systems that support high-volume creative output, on brand and on budget.

SKILLS

- **Production Leadership:** Multi-Platform Campaign Execution, Cross-Functional Team Leadership, Stakeholder Management, On-Set Production & Brand Experience
- **Financial Management:** Budget Management (\$5K–\$25M), Forecasting & Cost Control, Capacity Planning, Vendor Negotiation
- **Innovation & Systems:** Workflow Optimization (Airtable, Adobe), Virtual Production (LED Volume, Unreal Engine), Emerging Tech Exploration (AI Tools, Generative Video), Editorial & Post-Production Oversight
- **Culture & Compliance:** Inclusive Hiring & DEI Leadership, Union & Non-Union Production, Risk Mitigation & Compliance

PROFESSIONAL EXPERIENCE

PARAMOUNT

Los Angeles, CA

Vice President of Production

2021 – 2025

- **Creative & Campaign Production Leadership:** Led short-form promos, series, and branded content for tentpole franchises like Mission Impossible, RuPaul's Drag Race, and Yellowstone. Partnered with creative teams, studio execs, and brand stakeholders to deliver campaigns that hit marketing goals while honoring creative intent.
- **Team Leadership & Scalable Resourcing:** Directed a 40+ person cross-functional team across union and non-union environments and built a global freelance network of producers, crew, and creative partners. Scaled staffing to meet shifting campaign needs while maintaining quality standards and a collaborative work culture.
- **Production Operations & Workflow Management:** Directed production on 100+ campaigns annually, generating 2,000+ assets across broadcast, digital, social, BTS, key art, and live events. Managed end-to-end workflows from concept to delivery, ensuring all assets met brand standards and shipped on schedule.
- **Budgeting, Forecasting & Cost Control:** Managed multimillion-dollar budgets and partnered with finance on forecasting, capacity planning, and headcount modeling. Implemented transparent bidding systems and cost controls that brought work in-house and delivered 30% savings annually while maintaining production quality.
- **Post & Delivery Oversight:** Supervised editorial pipelines from rough cut through versioning and final delivery across 2,000+ annual assets. Supported creative intent while ensuring technical specs, fast turnarounds, and consistent quality across broadcast, digital, and social channels.
- **On-Set Production & Brand Experience:** Managed on-set production, talent, and client experience for high-profile shoots. Ensured every production, from tentpole sets to scrappy digital shoots, maintained the right tone, energy, and production value for the brand.
- **Production Systems & Workflow Design:** Implemented Airtable-based dashboards to manage project intake, assignments, capacity planning, and real-time reporting. Replaced fragmented spreadsheets and email threads, giving teams shared visibility into resource allocation and project status across 100+ active productions.
- **Innovation & Virtual Production:** Piloted LED volume stages and Unreal Engine workflows to reduce location costs and solve talent availability constraints on 360 marketing campaigns. Implemented virtual backgrounds and real-time compositing that replaced costly pick-up shoots while maintaining creative quality.
- **Sustainability Leadership:** Integrated sustainability practices across production operations, tripling waste diversion rates and reducing carbon emissions through green transportation, materials sourcing, and low-carbon catering pilots. Established practices that became production standards.
- **Inclusive Hiring:** Launched and scaled hiring partnerships with Streetlights and MadeInNY, placing 1,500+ underrepresented PAs across four years. Shaped inclusive hiring standards that were adopted company-wide.

MATT KLAUSCHIE

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PROFESSIONAL EXPERIENCE (page 2)

VIACOM DIGITAL STUDIOS

Los Angeles, CA

Executive Producer

2016 – 2021

- **Creative & Production Leadership:** Directed and executive produced Comedy Central Stand-Up Featuring digital series showcasing emerging talent including Ayo Edebiri (Emmy winner, The Bear) and Shane Gillis (SNL), generating 125M+ views across platforms. Led short-form series, brand campaigns, and social-first content production across MTV, VH1, Comedy Central, and Paramount Network.
- **Branded Content & Partnerships:** Produced brand-integrated content formats for sponsors including Pepsi, Miller Coors, and Facebook. Balanced sponsor objectives with creative authenticity, expanding monetization opportunities and strengthening partnerships with YouTube, Facebook, and Instagram.
- **Cross-Functional Alignment:** Coordinated creative, legal, talent, and brand stakeholders to navigate budget constraints, rights clearances, and compliance requirements. Balanced creative goals with budget and compliance requirements while protecting quality and managing risk.
- **Production Management:** Led multiple concurrent productions across digital, social, and broadcast formats. Managed budgets, staffing, and timelines to deliver quality work on schedule while maintaining creative standards and controlling costs.
- **Post-Production & Editorial Oversight:** Worked with editorial teams to improve workflows for high-volume social, YouTube, and broadcast content. Helped implement better version control and approval processes that supported fast turnarounds and more consistent output.

VIACOM | COMEDY CENTRAL, MTV & SPIKETV

Los Angeles, CA

Supervising Producer

2013 – 2016

- **Digital Production Leadership:** Helped build Viacom's centralized digital production model, creating digital-first series and social campaigns for Comedy Central, MTV, and SpikeTV. Established scalable production workflows and project tracking systems that became foundational infrastructure for Viacom Digital Studios.
- **Live Event & Field Production:** Produced multi-camera event coverage for Comic-Con, E3, and The Video Game Awards. Managed on-site logistics, field crews, and talent coordination to deliver high-quality content under tight timelines.
- **Production Operations & Cross-Functional Coordination:** Managed multiple concurrent productions while coordinating with Programming, Legal, Marketing, and Brand teams on rights clearances, licensing, and compliance. Balanced creative goals with legal requirements and budget constraints across digital and broadcast deliverables.

COMEDY CENTRAL, SPIKETV & GAMETRAILERS

Los Angeles, CA

Creative Producer, Director

2006 – 2013

- **Creative Production & Direction:** Produced and directed digital content for SpikeTV and Comedy Central, including companion series for Deadliest Warrior, The Ultimate Fighter, and GameTrailers TV. Directed field production for The Daily Show's 2012 Indecision election coverage and Food Dude culinary series.
- **Production Leadership:** Managed creative development, field direction, and post-production across multiple concurrent projects. Built production skills and storytelling discipline that supported transition to executive producer and VP-level roles.

AWARDS & RECOGNITION - HIGHLIGHTS

2025 Webby Award Winner: The People's Voice – RuPaul's Drag Race: The Pitstop with Trixie Mattel

2022 Webby Award Nominee: Reality and Unscripted – MTV's Following: Bretman Rock

2013 Webby Award Winner: The People's Voice – Comedy Central's Indecision

2013 Webby Award Honoree: Events & Livestreams – Futurama Live!

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA

Bachelor of Science (BS): Music Recording; Minor: Multimedia Technology