



MICHAEL SCHWARTZ

WRITER, DIRECTOR, PRODUCER

CONTACT



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Los Angeles, CA



WhosMichaelSchwartz.com

EDUCATION

2006

UNIVERSITY OF SOUTHERN CALIFORNIA

*B.A. Dramatic Arts
Minor in Cinematic Arts*

2005

BRITISH AMERICAN DRAMA ACADEMY

Drama

SKILLS

TECHNICAL

- All Mac Programs
- All Microsoft Office
- Microsoft Outlook
- Aperture/Lightroom
- FileMaker Pro
- Basecamp/Airtable
- SLR Photography
- Quick Study

PROFILE

I am an award-winning, multi-disciplinary creative and storyteller, with more than twenty years' experience working as a writer, director, producer and creative exec across film, TV, media, tech, theatre, experiential and events.

My films include *Strangers On A Beach*, produced by Academy Award Winner Andrew Carlberg, the Disney produced *Snatched* for 20th Digital Studio starring Emmy Award Winner Tatiana Maslany, streaming on Hulu, and the award-winning *Montana*, streaming on Prime.

Selected writing includes TV pilots *Senior High* (Featured on The Red List, Final Draft Top 5 Finalist), *Project Wild* (2x Sundance Labs Finalist), *Pac Heights* ('SeriesFest Semi-Finalist), and *Spice It Up!* (optioned by Warner Music Group and Eko.) Other writing includes *Netflix Is A Joke*, *NY Comedy Festival*, award show writer's rooms, ghost and speech writing - including speeches made at The White House - and my debut novel, *Project Wild* (Launch Pad Finalist.) Endorsed by Coverfly, the premiere platform for screenwriters.

EXPERIENCE

FOUNDER AND CREATIVE DIRECTOR

BOAT ASHORE PRODUCTIONS, LOS ANGELES, CA | 2005-PRESENT

- **Film/TV Direction** includes *Strangers On A Beach* (produced by Academy Award Winner Andrew Carlberg), the Disney produced *Snatched* for 20th Digital Studio and Hulu starring Emmy Winner Tatiana Maslany (Cinequest, Overlook), the award-winning *Montana* (Brooklyn Film Fest, SeriesFest, Winner of three Best Picture laurels,) streaming on Prime Video, segments for *The Tony Awards*, *Spice It Up!* interactive TV pilot for Eko + Warner Music Group, *Concrete Park* digital series for Curio, various music, comedy and doc videos, including music videos for Billboard charting pop group Karmina (with Academy Award nominated composer John Powell) and Grammy Award Amplifier finalist Malynda Hale
- **Theatre Direction** includes celebrity game/variety show *That's A Gay Ass Live Show* (NY Comedy Fest, Netflix Is A Joke), an immersive, site-specific *Peter Pan* for The Mountain Play Association at The Cushing Memorial Amphitheatre (4,000 seats, 400 team members), *The Drowsy Chaperone* for The Yale Dramatic Association at the Yale University Theatre, and *Lost Cause* at The Old Vic Theatre in London as part of the TS Eliot US/UK Exchange
- **Event Direction + Management** includes TikTok Shop launch with Orca at Salesforce Connections and VidCon, Orca Community Party, Art Basel Miami, *The 2017-2019 Tony Awards* (Nominee's Luncheon at Rainbow Room, Cocktail Reception at Sofitel, and Gala/After Party at The Plaza Hotel), *The Golden Trailer Awards* at The Orpheum in LA, *Inbal Dror Fashion Show* at Carnegie Hall, *Uprising Of Love* at the Gershwin Theatre (Broadway), *YMA Fashion Scholarship Fund* Gala at The Hilton New York Grand ('19), Marriot Marquis ('18) and The Grand Hyatt NYC ('17), *The Blossom Ball* and *Teens for Food Justice* at Capitale, *American Copper* Opening Celebration, and *Imagine What We Can Do*, an immersive, large-scale gala for non-profit PENCIL, held at The American Museum of Natural History in NYC
- **Brand Activation + Management** includes Evian, Comic Con, Disney, King, HBO, Tribeca Film Festival, Pandora, Panasonic, Time Warner Cable, Nautica, Express, U.S. Open, Banana Republic, and The Indie Beauty Expo

VP, EXPERIENTIAL CREATIVE PRODUCTION

BETTER SPACES, NEW YORK, NY | FEB, 2018 - DEC, 2021

- Create, program, produce and execute 500+ site-specific experiences at Class A buildings across the East Coast, with a focus on wellness, culture and community building
- Create, program, produce, direct, write, host, and secure partnerships for int'l 4-day virtual festival, *Better Work Week*, with 21 talent and 12 unique programs
- Act as developer, nurturer and guardian of experiences, culture, and brand identity
- Consult on strategy, program and scaling business model for national implementation
- Scout, source, manage and onboard talent (150+) and staff (30+)
- Develop, structure and detail program experiences, language and marketing copy
- Cultivate worthwhile partnerships and relationships with relevant talent and vendors
- Lead creative on special events, projects and app development



SKILLS

PERSONAL

- Vision + Strategy
- Complex + Creative Problem Solving
- Leading + Managing Large Teams
- Building + Connecting Communities
- Writing (Film/TV, Fiction, Non-Fiction, Editorial, Speech, Sketch, Stand-Up)
- All Communications
- Experiential Design
- Tap Dancing

PROFESSIONAL EXPERTISE

FILM/TV

EXPERIENTIAL + EVENTS

PHOTOGRAPHY

LARGE-SCALE THEATRE

MARKETING + COMMS

CONTENT CREATION

COMMUNITY BUILDING

EXPERIENCE

continued

DIRECTOR - THE TONY AWARDS & YMA FASHION GALA

SERINO COYNE, NEW YORK, NY | JAN 2017 - JUNE 2019

- Directed and stage managed *The Tony Awards* events (The Plaza Hotel, Sofitel, Rainbow Room) and YMA Fashion Gala (Hilton NY Grand, Marriot Marquis, Grand Hyatt NYC)

DIRECTOR OF MARKETING AND EVENTS

ALL STAR CODE, NEW YORK, NY | 2013-2016

- Created/Managed workshop events at Google, Spotify, Microsoft, AOL, & General Assembly
- Creative Director of six annual benefits in East Hampton, NY - combined gross \$5m+
- Produced and directed marketing videos, recruited and managed staff and volunteers
- From concept to execution, provided copy/speech writing, art direction, and photography for website, newsletters, annual reports, social media, swag, and all communications

CONTENT CREATOR / CONTENT CURATOR

SPEAKIZI, NEW YORK, NY / TEL AVIV, ISRAEL | FEB. - MAY, 2017

- Researched and scouted talents for experiential start-up, Worked with talents to build talks, workshops, and digital presence, Created and led "Power Of Play" Workshop Series
- Managed talent community and client relationships, Wrote digital com and web copy

SOCIAL MEDIA MARKETING DIRECTOR / ASSISTANT DIRECTOR

NEW YORK PHILHARMONIC / SCREENVISION, NEW YORK, NY | MAR. - JUNE, 2011

- Assistant directed star-studded, sold-out production of *Company* at Avery Fisher Hall, Lincoln Center, filmed for international theatrical release
- Spearheaded and ran social media marketing campaign for N. American film release (650+ theatres), Liaised between distributor and theatre chains, oversaw fan engagement

ASSISTANT DIRECTOR TO ARTISTIC DIRECTOR

AMERICAN CONSERVATORY THEATER, SAN FRANCISCO, CA | JAN. - MAR., 2011

- Assistant Directed Harold Pinter's *The Homecoming* at the Geary Theatre with AD Carey Perloff
- Curated, Produced, Directed *Pinter Fest*, Oversaw 25 company members, staff & MFA program

ASSOCIATE ARTISTIC DIRECTOR / DIRECTOR OF MEDIA AND MARKETING

NEW YORK THEATER BARN, NEW YORK, NY | 2007-2011

- Shepherded the development and production of new musicals
- Led media and marketing campaigns for shows, benefits, and writer platform series

CREATOR / DIRECTOR / PRODUCER / BOARD MEMBER - THE TOMMY AWARDS

USC ALUMNI CLUB OF NEW YORK, NEW YORK, NY | 2008-2010

- Directed, Produced, Wrote, and Choreographed annual Broadway-style awards show for USC Off-Broadway at New World Stages and Skirball Center, Lead 30+ team

VARIOUS ASSISTANT ROLES

ASSISTANT DIRECTOR - MERCURY ONE/ BARD ENTERTAINMENT, NEW YORK, NY | APR. - JULY, 2012

- Assistant Director to Annette Jolles on philanthropic concert at Dallas Cowboys Stadium
- Live audience of over 65,000, broadcast digitally to over 400,000 subscribers

ASSISTANT MUSICAL STAGER - ROUNABOUT THEATER COMPANY, NEW YORK, NY | 2007-2008

- Assistant Musical Stager and SDC Observer to choreographer Christopher Gattelli on the first Broadway revival of *Sunday In The Park With George* at Studio 54

ASSISTANT TO CASTING DIRECTOR - MICHAEL DONOVAN CASTING, HOLLYWOOD, CA | 2006 - 2009

- Organized and ran auditions, assisted in casting, all office duties

ASSISTANT TO VP OF DEVELOPMENT - SPYGLASS ENTERTAINMENT, WESTWOOD, NY | JAN - MAY, 2006

- Phones, schedules, script coverage, communications, and research for Ivan Oycó

HONORS / BOARD SEATS

SOCIETY OF STAGE
DIRECTORS &
CHOREOGRAPHERS

MEMBER

OLD VIC,
NEW
VOICES

MEMBER

CALIFORNIA
ARTS SCHOLAR

RECIPIENT

USC SDA
ALUMNI
LEADERSHIP
COUNCIL

BOARD MEMBER

LINCOLN CENTER
DIRECTOR'S LAB

MEMBER