

Chris Schaldenbrand

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Professional Summary

Results-driven Executive Producer with nearly 20 years of experience delivering high-impact advertising campaigns for global brands, including Taco Bell, Volkswagen, Dr. Pepper, Hyundai, and Target. Experienced in leading productions of all sizes, scopes, and budgets, managing cross-functional teams, and executing creative campaigns across broadcast, social/maker, experiential, and digital platforms. Adept at fostering strong client relationships, ensuring productions are delivered on-time, on or below budget, and aligned with creative vision. Skilled in talent and budget management, problem-solving under pressure, and navigating complex production logistics.

Professional Experience

Freelance – Los Angeles, CA

09/2025 - Present

Executive Producer / Senior Producer

- 72 and Sunny - Venmo, Adobe
- Carvana
- Google

Deutsch LA – Los Angeles, CA

02/2020 - 09/2025

Executive Producer / Senior Producer

- Managed and mentored a team of producers and associate producers ensuring smooth execution of multiple campaigns on the Nerdwallet, Nintendo and CMAB accounts, in collaboration with internal and external vendors.
- Led the production of high-impact, multi-million dollar advertising campaigns for Super Bowl spots for Taco Bell and NerdWallet.
- Oversaw the full production process for global brands such as Nintendo, Taco Bell, Lowe's, Walmart, NerdWallet, PetSmart, and Canada Dry often involving high-profile talent.
- Responsible for resource management anticipating and planning for freelance and agency support.
- Coordinated with creative, strategy and account teams and external agency partners to ensure all campaigns achieved maximum reach and impact.

Freelance – Los Angeles, CA

12/2017 - 02/2020

Senior Producer

- Delivered high-profile, multi-million-dollar advertising campaigns for major brands including Volkswagen, Dr. Pepper, Target, McDonald's, and T-Mobile.
- Managed full-scale production across digital, social, and broadcast platforms, driving seamless execution from pre-production through post.
- Collaborated with cross-functional teams and agencies to ensure successful campaign implementation.
- Acted as a key problem-solver, proactively identifying and resolving production challenges to maintain project timelines and budgets.
- Negotiated with talent and vendors to optimize production costs and deliver high-quality content.

Campbell Ewald – Los Angeles, CA
Senior Producer

07/2016 - 12/2017

- Produced all broadcast and radio spots for IHOP, as well as multiple campaigns for Kaiser Permanente, Covered California, and Travelocity.
- Mentored junior production staff, fostering growth and ensuring high-quality output across projects.
- Worked closely with creative and account teams to ensure campaigns met brand standards and objectives.

Dailey Advertising – Los Angeles, CA
Producer

07/2015 - 07/2016

- Managed content production for a variety of projects, including international spots for Carnation Breakfast Essentials, productions for SoCal Ford, and animated content for Butterfinger and Crunch.

Innocean USA – Huntington Beach, CA
Producer

09/2012 - 07/2015

- Produced a diverse range of content, including a five-car running footage package with interiors, a seven-part video series for the Hyundai Sonata across the country, various one-off spots for OC Watershed, Alpina, and Footjoy, numerous spots for the Central Region/Retail Group, and multiple radio spots for See's Candies and Hyundai's Walking Dead campaign, ensuring creative excellence and on-brand execution across all platforms.

Garage Team Mazda – Costa Mesa, CA
Associate Producer

10/2010 - 09/2012

- Responsible for tagging 100+ retail spots per month and producing all radio spots, while also managing multiple re-edits and dealer reels. Produced digital spots and year-end sizzle/highlight reels, and provided support by assisting and shadowing Senior Producers on several national campaigns. Led the production of dealer-kit spots and other in-house content, and collaborated closely with the Head of Production and

producers to oversee all stages of production, including pre-production, scheduling, on-set/location shooting, post-production, and the dubbing and shipping of commercials.

Skills

Creative Production Management ■ Budget and Timeline Oversight ■ Cross-Functional Team Leadership ■ Campaign Execution and Problem-Solving ■ Talent and Vendor Negotiation ■ Multi-Platform Content Delivery ■ Stakeholder and Client Management