

# John Baumgaertner

## Marketing Director / Video Producer / Event Host

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## SUMMARY

A versatile communication, marketing and sales professional. A creative problem solver with experience in developing, designing and executing projects in print, social, video and digital advertising spaces. A passionate entertainer with skills in live-event promotion, hosting, and connecting with an audience.

## WORK EXPERIENCE

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- 01/2003 - Present **Baum Squad Productions;** West Hollywood, California, USA  
Award-winning freelance video production company  
*Producer – Director - Editor*
- Developed creative video projects from inception, writing, pre-production, production, editing and completion to final delivery including: music, comedy, instructional, event and corporate videos
  - Directed projects with up to 50 people with tight shooting schedules
  - Produced award -winning content for brands incl: [Novartis](#), [LG](#), [Discovery Channel](#), [Gumchucks](#)
  - Winner of *Sony/Crackle Studios'* Moving Targets- Freestyle Sketch Competition with "[Hollywood Rumble](#)" (total cross-platform views of over 500k+)
- 04/2005 - Present **Screen Actor's Guild;** Hollywood, California, USA  
Premier actor and performer's union  
*Television and Film Actor – Live Event Host - Improv Comedian*
- Used acting skills of memorization, perspective, engagement and improvisation
  - Acted in productions including: *Bones, Roseanne, Silicon Valley, Alex Inc.*
  - Collaborated with other actors and directors in order to streamline production
  - Performed in over 300 shows, films and performances
- 08/2017- 10/2017 **Jeanette's Edelweiss;** Newbury Park, California, USA  
German restaurant  
*Head of Marketing for Seasonal Oktoberfest Project*
- Consulted with management to ascertain ideal campaign strategy
  - Worked hand-in-hand with management to produce engaging video and print content for Oktoberfest event
  - Designed and delivered promo materials increasing nightly earnings by 300%
- 11/2013 – 01/2017 **Alpine Village;** Torrance, California, USA  
LA's premier German restaurant, market and event center  
*Head of Marketing (Ticket Sales / Public Relations)*
- Took sole responsibility for the implementation of a yearly marketing budget in excess of 100k
  - Created strategic partnerships with organizations and companies to increase revenue and prominence, including: *Toyota, Herbalife, University of Southern California, University of California Los Angeles, Big 10 Club of SoCal, The Chive*
  - Directed a team of 10 creative professionals using Base Camp

- Strategized and optimized social media and web platforms using data analytics
- Created strong sense of brand identity through online “voice”
- Increased Facebook followers from 6k – 26k
- Created viral sweepstakes and a viral video promotions with the highest engagement and lowest CPM in the history of social media at Alpine Village

09/2010 – 10/2016

**Alpine Village Oktoberfest;** Torrance, California, USA

California's oldest and largest German heritage festival

*Stage Director (German Band Liaison / Event Host)*

- Directed the O-fest stage show with responsibility for coordinating live music, choreography, sound, lights, video and special effects for a team of 27.
- Performed as “Festmeister Hans”, singing, dancing and performing games for 4 hours per night over two months
- Produced/ directed/ edited/ wrote and Performed yearly original Oktoberfest music videos: [Oktoberfest Gangsta](#), [Oktoberfest Night](#), [Oktoberfest We love it](#), [Oktoberfest Love Shack](#), [Pour Some Lager on Me](#) and [The Chicken Dance](#)
- Provided entertainment for over 70k paid annual guests over the course of two months for the past seven years with annual revenue exceeding \$1 million USD

3/2005- 10/2009

**Concordia Language Villages - IBM;** Sao Paulo, Brazil

International Youth Language Camps – “Hometown, Brazil”

*English Language Dean / Director*

- Established the first CLV English language camp in South America by developing and implementing curriculum for a two-week English sleep-over camp.
- Worked with *IBM Brazil* offering a special program through their Work/Life dept.
- Developed effective Public Relations through local media, *Rotary International*, *IBM*, *Cargill*, *Bosch* and *BP*
- Directed a team of 15 international counselors and 5 Brazilian staff to create an exciting English language program for over 50 Brazilian students ages 11-18.
- Constant growth of 50% year-over-year for all 4 years of the program

02/2002- 11/2004

**Barrett Group;** El Segundo, California, USA

Full service sweepstakes management and marketing for national clients

*External Sweepstakes Communications*

- Managed external promotional communications for national campaigns including: *Target*, *Phillips 76*, *Old Navy*, *Gap* and *Waste Management*.
- Developed experience in a fast paced professional advertising agency

## EDUCATION

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BA Communications Arts (Emphasis TV/Film) - University of Wisconsin, Madison '01

BA German (Emphasis Literature/ Dialectology) - University of Wisconsin Madison '01

## SKILLS & INTERESTS

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Languages: English (native), German (fluent – C2), Spanish (proficient), Portuguese (basic)

Programs: Adobe Premier, Adobe After Effects, Final Cut, Avid, Adobe Photoshop, Adobe Illustrator, Microsoft Office

Interests: Hiking, Travel, Science, Singing, Guitar, Drums, Soccer, American Football