

SETH FADER

Creator, Producer, Storyteller

Saint Johns, Florida

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OBJECTIVE

My desire is to captivate audiences through dynamic storytelling that brings people, brands, and products to life. I want to work for and with a company that appreciates the art and collaborative process of bringing video-based storytelling to life.

EDUCATION

University of Miami

Coral Gables, Fla.

Bachelor of Science

Communications (majoring in Broadcast Journalism)

TECHNICAL SKILLS

Storytelling

Writing

Producing

Editing (Adobe Premiere, AVID)

Budgeting

LEADERSHIP SKILLS

Client Relationships

Team building

Collaboration

Guiding emerging talent

EXPERIENCE

jumboMedia LLC | Saint Johns, FL

Founder and President (Jan. 2022 – present)

- Oversee all aspects of boutique content production company. From Client services, budgeting, and all production and distribution of video content.
- Clients include Augusta National Golf Club, PGA TOUR, USGA, Intersport, Stephens Inc.

PGA TOUR ENTERTAINMENT | Saint Augustine, FL

Director, Long Form Content & Field Production (2020 – 2022)

- Oversee and direct all long form programming for PGA TOUR including 20+ documentary specials for NBC and CBS annually, and a weekly Golf Channel show. Lead creative and content team from conception to completion, developing proposals, plans, client, and sponsor liaising, edit and shoot schedules, staffing, budgeting, producing, writing, and editing.
- Oversee execution of weekly "Storytelling" video-based long form and short form content, working across internal teams to bring ideas to life that reflect business, brand, player, and tournament priorities.
- Oversee and direct all field production and field operations for the PGA TOUR, including 12-20 shoots a week, freelance crew hiring, travel, credentialing, and all other shoot logistics. Oversee production managers, producers, internal and external teams on staffing and budgeting for all projects.

Director of Content, Masters.com (2018 – present)

- Lead content strategy, storytelling and oversee production for Masters.com digital content during The Masters Tournament and The Augusta National Women's Amateur tournament. Responsible for all video-based storytelling from conception to completion on behalf of Augusta National Golf Club leading up to and through events. Lead 16-member team over a 3-week period, overseeing all areas of production for both events. Played a central role in securing a multi-year production commitment from Augusta National Golf Club.

Director, International Content (2017 – 2020)

- Created a newly formed business area and directed all International content for the PGA TOUR for live broadcast, digital and OTT platforms. Oversight of native language teams in priority markets including China, Korea, Spanish territories, and Latin America markets. Developed content strategies, budgets, internal and external integration and all areas of production and distribution.
- Oversaw creation and execution of the PGA TOUR's International content including long and short form programming, digital, OTT and originals.

SAMPLES —

[Tiger Woods: Witness to History](#) (feature)

[Maria and Camilo Villegas: Mia's Miracles](#) (feature)

[A Love Letter from Jack Nicklaus](#) (short form)

[In His Words: Crenshaw's Augusta Angel](#) (short form)

[Pulling Back the Curtain](#) (speed drone)

Coordinating Producer, Long Form Programming (2013 – 2017)

- Oversaw and produced long form program content for broadcast, cable, digital, and international clients. Handled budgets, field and post-production, promotion, and sponsor relations. Developed creative multimedia content from conception to completion on multiple projects while managing show production team.
- Oversaw and directed all field production for PGA TOUR Entertainment, including pre-production, budgeting, assigning producers and hiring freelance crews. Manage field production for PGA TOUR flagship event, The PLAYERS Championship.

Senior Producer, Producer, Field Producer, Associate Producer (2001 – 2013)

- Produced long form programming, commercial shoots, weekly programming, features and internal sales content.
- Worked with senior staff to develop new procedures to enhance PGA TOUR Entertainment field production.
- Expanded player and agent involvement in all projects through intentional relationship development.

CNN/SPORTS ILLUSTRATED | Atlanta, GA

Production Assistant, Associate Producer, Producer (1998 – 2001)

- Produced, wrote, and edited features and highlights for general CNN/Sports Illustrated programming. Producer of live nightly one-hour highlight show simulcast on CNN.

COMMUNICATION

Excellent communicator and collaborator across teams.
Appreciate creative process and diversity of perspective to enrich stories.
Strong presentation skills and ability to pitch and “close” big ideas.
Proven ability to strengthen client relationships.

LEADERSHIP

Led, managed, and supported up to 15-member team.
Guided creative process while developing and strengthening team members' personal and professional growth.
Proven record on developing and managing projects at or under budget.

REFERENCES

Available upon request