

Corey A. Witmer

corey.witmer@gmail.com | [Linkedin.com/in/coreywitmer](https://www.linkedin.com/in/coreywitmer) | www.caw.events

AWARD-WINNING PRODUCER

Successful and passionate entrepreneur who has led live, virtual, and hybrid experiences with a diverse background cultivating entertainment, sports, and lifestyle brand events at agencies and start-ups. Known for empathy, communication, collaboration, and advanced problem solving.

Core competencies include:

B2B | B2C | Experiential | Livestream & Virtual Events | Technical Production | Ideation | Budgeting
Collaborative | Adaptable | Organized | Detail-Oriented | Bias For Action | Entrepreneurial

EXPERIENCE

VMLY&R

January 2021 – September 2023

Senior Producer

Led integrated production on dozens of branded content projects for usage on digital, social, TV, and radio for clients like Walmart, lululemon, Pizza Hut, Vuse, and Mohegan Sun. Responsibilities included content development, talent management, and business affairs.

Corey Witmer, LLC

January 2015 – present

Senior Producer & Consultant

Freelance producer and consultant contracted to scope and lead B2B, and B2C projects.

Key highlights include:

- IBM *Think Today*: Broadcast producer for 27 shows and 13 hours of live web content; overseeing studio anchors and two remote ENG teams. (Drury Design)
- American Express + Justin Timberlake: producer of Clio-winning live-streamed album premiere party at Super Bowl LI that generated 2.5 billion social impressions. (Momentum Worldwide)
- Netflix: Senior account lead on award-winning live pride march float activation for *Orange is the New Black* featuring show cast members watched by 3.5 million live viewers. (Allied Global Marketing)
- MassMutual: Integrated Producer, New York City Marathon brand campaign video achieved via multi-borough guerrilla film shoot capturing in-race interactions and interviews. (Johannes Leonardo)
- Google App Immersion Day: technical producer for multi-room conference at San Francisco HQ. (Set Creative)
- NBCUniversal: Produced Super Bowl weekend brand activation reel and official pre-game show. (SoHo Experiential)
- Produced virtual events for clients like DoorDash, Janssen, and The Leukemia & Lymphoma Society. (Various)

New York Road Runners

March 2008 – December 2014

Senior Manager, Event Production & Entertainment

Head of department, oversaw all aspects of production, ensuring appropriate planning across cross-functional team.

- Developed and produced multiple TV and Web-based sports programs including the live telecast of the TCS New York City Marathon on ESPN and local ABC-TV affiliate, and *On The Run*, a weekly running lifestyle magazine show.

Film & Video Production Professional

2003 – 2007

Producer, Director, Assistant UPM, Line Producer, Assistant Script Supervisor, Location Manager, Key Set P.A.

- Production management and crew member of major projects including *The Wire*, *Law & Order: SVU*, *I Am Legend*, *Eternal Sunshine of the Spotless Mind*, *Sex and the City*, and *Thomas and the Magic Railroad*.
- Producer, Writer, Director of *True Dreams*, feature-length independent release shown at multiple film festivals.

EDUCATION

Bachelor of Science: Electronic Media & Film, Minor in Theatre Arts - Towson University