

Shawn Bennett

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Professional Profile

Award-winning creative marketing and production leader with 20+ years' experience launching global campaigns and original content across streaming, broadcast, and digital. Skilled at developing emotionally resonant marketing for films, series, and branded content that drive audience engagement and cultural impact. Proven ability to lead cross-functional teams, manage multimillion-dollar budgets, and deliver campaigns for studios, tech platforms, and global brands. Experienced in integrating storytelling, PR, and emerging technology to market content in innovative ways.

Professional Experience

Napster (formerly Infinite Reality) — Executive Producer / Head of Creative Production

2022 – 2025

- **Campaign Marketing:** Executive produced launch campaigns for the FIM/SGP and UCI apps, expanding digital reach and user engagement.
- **Content Storytelling:** Produced original films and cross-platform content that blended broadcast, digital, and immersive formats.
- **Investor & Brand Films:** Delivered high-impact brand/investor films instrumental in securing major funding rounds.
- **Team Leadership:** Built and led a 14-person creative/production team modeled on top agency/studio standards.
- **Innovation:** Partnered with internal AI/immersive tech teams to pioneer new creative workflows.

TrueCar.com — Executive Producer, Marketing & Brand Production

2014 – 2020

- Led TrueCar Rebrand campaign, integrating storytelling across TV, digital, and experiential.
- Produced “Driven to Drive” initiative, a documentary-style campaign supporting veterans, which gained national press coverage and expanded brand reputation.
- Scaled in-house production operations, reducing vendor costs and accelerating campaign launches.
- Directed branded content series including Car Stories, blending documentary storytelling with brand marketing.

Tiny Rebellion — Principal / Executive Producer

2006 – 2014, 2020 – 2022

- Delivered documentary-style, human-focused campaigns for eHarmony, LegalZoom, Ancestry, and Hotwire.
- Partnered with directors, post vendors, and crews to deliver high-volume content under tight deadlines.

Freelance Producer / Production Manager

2000 – 2006

- Collaborated with BMW Films (The Hire series) and Daft Punk's Electroma—blending film, music, and branded entertainment.
- Produced campaigns for ZipRecruiter, GameFly, Shoedazzle, 21st Century Insurance.
- Built expertise across live action, VFX, documentary, and international shoots.

Education

BFA, Motion Picture Production (with Honors) — Wright State University

AA, Theater Production — Community College of Allegheny County

Core Skills

- Campaign & Content Marketing for Film/Series
- Documentary & Nonfiction Storytelling
- Creative Strategy & Brand Positioning
- PR, Press, & Partnership Integration
- Cross-Functional Leadership & Team Building
- Budgeting, Scheduling, & Vendor Management
- Broadcast, Streaming, & Digital Campaigns
- Emerging Tech & AI-Enhanced Production