

SAMANTHA COOLMAN

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SUMMARY

Professional with 15+ years of experience delivering live, digital, and broadcast content. Experienced in scripting, story development, run of show creation, and leading cross functional teams to execute polished productions in fast paced domestic and international environments.

CORE SKILLS

- Producing and Creative Direction
- Production Management and Operations
- Show Calling and Live Direction
- Project Coordination and Scheduling
- Scriptwriting and Story Development
- Talent and Host Direction
- Vendor, Venue, and Stakeholder Coordination
- Budget Oversight, RFQs, and Asset Tracking
- Technical Production including Audio, Video, Lighting, and Graphics
- Tools: ShoFlo, ENPS, Ross Overdrive, VizRT, QLab, PlayBackPro, Adobe Premiere Pro, SmartSheet, Salesforce

PROFESSIONAL EXPERIENCE

Family Entertainment Live — Production Manager and Show Caller | 2025–Present

- Serve as Production Manager, Show Director, and Show Caller for *Hot Wheels Monster Trucks Live* and *Hot Wheels Stunt Show*, directing the talent and coordinating with the Event Manager on show flow and truck-safety-related cues.
- Authored the full show script for the *Hot Wheels Stunt Show*, expanding an initial outline into a complete, story driven production aligned with Mattel brand standards.
- Defined creative tone, music direction, and fan engagement structure for a repeatable touring framework.
- Collaborated with the Video Director to define camera coverage and visual storytelling needs.
- Coordinated graphics from concept through final delivery, ensuring consistency across all visual assets for the Stunt Show
- Oversaw technical readiness for international tour stops, coordinating lighting, video, sound, rigging, cue placement, vendor alignment, budget oversight, and quote evaluation across UK shows in Aberdeen, Newcastle, and London.
- Supported development of the 2026 production budget by reviewing vendor quotes, forecasting technical needs, and aligning creative scope with approved financial parameters.

Feld Entertainment — Live Event and Race Day Live Producer and Live Event Manager | 2023–2025

- Produced *Supercross' Race Day Live*, a weekly 3+ hour broadcast on Peacock, writing scripts, crafting cold opens, shaping storylines, and managing overall show flow.
- Built weekly editorial plans, confirmed guest bookings, and aligned story direction with PR, Marketing, Partnerships, and Broadcast teams
- Scripted and creatively directed 40+ original segments across a 17 event championship series.
- Produced athlete sit-down interviews, preparing outlines and paper cuts to condense long-form conversations into broadcast-ready features..
- Created detailed run-of-shows and cue stacks for 17 stadium events; coordinated all transitions with NBC/Peacock.
- Served as key point of contact with venues and vendors and managed RFQs for supplemental AV needs.
- Directed opening ceremonies and in-stadium storytelling across lighting, audio, LED, and broadcast teams.
- Oversaw video and graphic asset delivery to 800,000+ attendees annually.
- Independently led live event production for three playoff events during senior leadership leave.

Feld Entertainment — Producer and AV Manager | 2013–2023

- Led production for 30+ arena and stadium *Monster Jam* events annually across domestic and international markets for nearly a decade.
- Served as a central production and technical lead, advancing shows with venues and vendors to ensure safety, consistency, and creative integrity.
- Directed show pacing, LED content, lighting cues and talent.
- Collaborated with NBCSN on timing and broadcast integrated elements.
- Developed SOPs that standardized advancing and production workflows for international events, improving consistency across markets.

SFG Productions — Lead Producer | 2022–2025

- Produced and production managed virtual, hybrid, and live events for NDA protected clients.
- Served as primary client, vendor, and technical point of contact, teams to ensure unified execution and show calling.
- Built production schedules, staffing plans, run-of-show documents, and creative briefs used as the backbone for live delivery.
- Served as primary client, vendor, and technical point of contact and called shows as needed.
- Delivered high-stakes live events with audiences ranging from hundreds to thousands, balancing creative expectations with operational realities.

Tennessee Williams Theater Festival — Production Manager | 2015–2024

- Managed production operations across 7+ venues with teams of 15–25 staff.
- Directed technical rehearsals, venue transitions, and daily multi show operations.
- Oversaw equipment logistics, budgets, and unified festival schedules with international producers.
- Coordinated schedules, staffing, equipment logistics, and daily call sheets across overlapping productions

Gray Television WITN NBC — Technical Media Producer | 2019–2023

- Directed live newscasts in ENPS, overseeing talent communication, show coding, camera blocking, monitor wall layout, graphic cues, and coordination of live hits with producer and field reporters.
- Ensured FCC compliance and executed all master control operations.
- Clipped and prepared content for broadcast, digital, and social platforms.
- Maintained hybrid production workflows during COVID-19.

FOCIIS — Production Team Lead and Client Service Coordinator | 2019–2023

- Coordinated photo and video production crews and managed on set workflows.
- Served as off camera interviewer for marketing and promotional videos.
- Developed client-facing workflows, communication logs, production briefs, and technical documentation.
- Managed equipment inventory, budgeting, invoicing, and operational tracking