

SENIOR CREATIVE PRODUCER · LUXURY BRAND EXPERIENCES

AMY BERRIAN SCHADT

I create experiences with an arc.

Narrative strategy · Luxury hospitality · Experiential production

Los Angeles, California · Remote with periodic travel



THE THROUGH LINE

Luxury, story and the operational nerve to make it happen.

For more than a decade, I shaped raw, unpredictable reality-TV footage into episodes with hooks, emotional progression, act-outs and payoff. I bring that same thinking to travel and live experiences: build the world, guide the guest through it, and leave room for one unforgettable surprise.

40+

hour-long episodes
personally story-produced

22

people on largest team
supervised

\$400K+

estimated travel savings
through loyalty strategy

12+

immersive private events
produced

Television Story Production

Turning hours of unscripted footage into minutes people cannot stop watching.

I distill two to four hours of raw field footage into focused two- to four-minute scenes, then connect those scenes into hour-long episodes with tension, continuity, humor and payoff. As a Supervising Story Producer, I led eight Story Producers within a 22-person story and editorial team while partnering with the Executive Producer to protect the season-level arc, budget and schedule.

Welcome Home Nikki Glaser?

The Ultimatum: Queer Love

OutDaughtered

Little People, Big World

Married at First Sight

Little Women: Atlanta

Little Women: LA

Last Comic Standing

Steve TV

CHiPs

CSI:NY

40+ episodes led • 60+ additional episodes supported

Mom's Gone Wandering

Founder • Strategist • Content Producer

I built a consumer travel-education brand that made complex points, miles and premium-card ecosystems understandable—and made aspirational family travel feel possible.

- Planned luxury family travel across airline, hotel and transferable-points ecosystems.
- Documented more than \$400K in estimated savings compared with cash rates.
- Designed a five-person Bali itinerary that saved an estimated \$140K in airfare value.
- Created destination stories and practical education for busy families.

Loyalty strategy, premium traveler insight, visual content direction and digital storytelling.

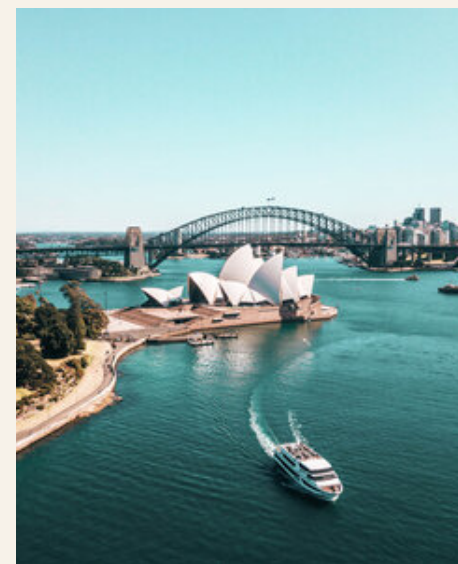


\$44.80

cash cost for four round-trip Kauai tickets, plus 234,000 miles

\$5,238

cash hotel cost replaced by \$0 and 175,000 points for six nights at Grand Hyatt Kauai



Redwood Modern Wedding

Creative direction · \$80K budget · Vendor and guest-experience ownership



A sophisticated woodland celebration designed to feel romantic and elevated without becoming formal or impersonal.

THE WORK BEHIND THE PHOTOGRAPHS

A cohesive guest world, built detail by detail.

CONCEPT

Set the visual and emotional direction for a modern woodland celebration.

EXPERIENCE

Mapped ceremony, arrival, seating, dining, dessert and environmental moments.

PRODUCTION

Owned budget, schedule, vendor sourcing, coordination and day-of execution.

DESIGN

Directed tablescapes, florals, signage, suspended installations, cake and menu presentation.

PERSONALITY

Layered wit into the environment so the event felt specific to its hosts—not generically luxurious.



A Fairy World with a Punchline



70 guests • 24-child craft experience • Full bar • Original entertainment

WHERE I ADD THE MOST VALUE

Brand experiences that need both taste and story judgment.

Luxury guest experiences

Premium cardmember activations

Loyalty member engagement

Family and multigenerational programming

Branded content and creative production

Entertainment and talent partnerships

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