



# Matt Sommerfield

- Showrunner
- Series Producer
- Series Director

## Technical Skills

Final Cut Pro X, Adobe Premiere Pro, DaVinci Resolve, After Effects, Photoshop, Audition, Media Encoder, Cinema Grade, Descript, Canva, Riverside.fm, Google Workspace, Microsoft 365

## Education

**BA Visual Communications**  
Judson University (2008)

## Awards

**Top 30 Global Selection**  
**— CBS Television (2019)**  
First Responders Lip Sync Challenge (Featured on CBS with Cedric the Entertainer)

**Top Design Student (2008)**  
Judson University

## Contact

**815-451-1239**  
**matt@sommerfieldpro.com**  
sommerfieldpro.com  
linkedin.com/in/mattsommerfield

**Award-winning Showrunner and Series Producer with 17+ years leading development, direction, and post-production for high-volume unscripted and lifestyle series. Expert at building shows from concept to final delivery, developing episodic formats, crafting emotionally resonant story arcs, and designing scalable production workflows that support multi-series pipelines. Proven success growing audiences, elevating creative, and delivering premium digital content at broadcast-level quality. Known for balancing strong creative vision with organizational leadership, team management, and performance-focused storytelling.**

## Core Competencies

Showrunning & Series Leadership • Creative Direction • Unscripted Development • Story Structure & Scripting • Cinematic Visual Storytelling • Multi-Camera Directing • Post-Production Supervision • Editorial Leadership • Production Workflow Design • Episodic Pacing & Narrative Arcs • Talent Direction • YouTube Audience Strategy • Brand Strategy • Team Leadership • Budget Management • High-Volume Content Pipelines

## Series Created & Led

**The Meadow:** Lifestyle/docu-series focused on family, design, intentional living  
**Saving Lost Cottages:** Three-season coastal renovation series with narrative arcs across yearly timelines  
**Down to Earth Kitchen:** Personality-driven cooking series with simplified storytelling and practical design  
**Design Actually:** Home design series exploring lived-in, meaningful spaces  
**House Tours:** Single-camera walkthroughs with narrative framing & cinematic structure  
**Ambient Spaces:** Visual storytelling in long-form, atmospheric environments

*Developed show formats, tone, structure, visual language, narrative pacing, episode arcs, and post workflow for each series.*

## Professional Experience

**Digital Content Producer → Series Producer / Showrunner**  
**Lauren Liess & Co. — 2025-2025 | Remote (VA)**

Led creative development and showrunning for the full Lauren Liess digital brand, producing and directing over 100 episodes across multiple original series.

### Creative & Showrunning Leadership

- Developed episodic structures, series formats, and storytelling frameworks across all shows.
- Directed multi-camera cinematic shoots; led vision, tone, pacing, and emotional arc of each episode.
- Crafted narrative voiceovers, story beats, and editing rhythms that define the brand's signature style.

### Production & Post Leadership

- Designed the full production pipeline across 5–6 simultaneous series, ensuring consistent weekly output.
- Supervised freelance editors; maintained creative consistency, story quality, and editorial refinement.
- Built scalable workflows for footage ingest, editing, reviews, and final delivery.

### Audience Growth & Performance

- Grew channel from 24K to 50K subscribers in 8 months through strategic storytelling and optimized pacing.
- Increased AdSense revenue from \$1K to \$4K/month, improving watch time, retention, and episodic structure.
- Delivered episodes that collectively reached millions of viewers across platforms.

*...Continued on Back*

## Founder & Creative Director / Series Producer

### Sommerfield Productions, LLC — 2011–Present | Nationwide

Lead creative strategy, direction, and production for branded, documentary, and unscripted projects for designers, creators, and organizations nationwide.

- Direct, shoot, and edit branded series, short-form campaigns, and long-form storytelling content.
- Build show concepts, scripts, formats, and narrative arcs from the ground up.
- Lead client relationships, budgets, team oversight, and post-production pipelines.
- Deliver emotionally resonant, visually refined stories that elevate brand engagement and retention.

## Adjunct Professor — Video Production & Storytelling

### Judson University — 2019–2025

Developed coursework in cinematic storytelling, visual communication, and production leadership.

## Operations Director & Creative Director

### Christian Fellowship Church — 2012–2018

Oversaw all creative, video, and communications strategy; built and led creative/production teams.

## Media Specialist • Video Editor

### Invodo — Austin, TX — 2008–2011

Edited video content for national brands; optimized digital delivery and SEO.



# Matt Sommerfield

- Showrunner
- Series Producer
- Series Director

## Brands I've Worked With



## Contact

815-451-1239

[matt@sommerfieldpro.com](mailto:matt@sommerfieldpro.com)

[sommerfieldpro.com](http://sommerfieldpro.com)

[linkedin.com/in/mattsommerfield](https://linkedin.com/in/mattsommerfield)