

mattsommerfield

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To Whom It May Concern,

As a Showrunner and Series Producer with more than 17 years of experience developing and directing high-volume unscripted content, I specialize in building shows that blend cinematic storytelling with strong emotional connection. My work spans multi-camera directing, editorial leadership, creative development, and the design of scalable production pipelines that support continuous, high-quality episodic output.

Most recently, I served as Series Producer and Showrunner for Lauren Liess & Co., where I developed and ran multiple original lifestyle and design series—including The Meadow, Saving Lost Cottages, Down to Earth Kitchen, and others. Over the course of more than 100 episodes, I built the entire creative and production framework: show formats, episode structure, story beats, visual language, and post-production systems. During that time, I helped grow the channel from 24,000 to 50,000 subscribers and increased AdSense revenue from \$1,000 to \$4,000 per month in just eight months through strategic storytelling, improved retention, and optimized episodic rhythm.

My background also includes leading my own production company, overseeing creative direction, client strategy, and full-stack production for brands and organizations nationwide. I bring a combination of creative instinct and operational discipline—balancing vision with structure, and storytelling with performance.

I'm drawn to opportunities where I can help develop and run meaningful, story-driven series. I thrive in environments that value creativity, collaboration, and emotional resonance, and I'm energized by producing work that leaves a lasting impact on audiences.

I would welcome the opportunity to bring my show development experience, narrative leadership, and multi-series production background to your team.

Warm regards,
Matt Sommerfield