



ED SCHUMACHER

DIRECTOR

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ED SCHUMACHER attended the world-renowned Portfolio Center in Atlanta, Georgia. Over the next decade, he honed his writing and producing skills at some of the top ad agencies in the country, including Earle Palmer Brown, Rubin Postaer, Davidandgoliath, Merkley Newman Harty, and DDB Worldwide. Ed's originality and many points of flair were exhibited in his work for big-name clients such as: Honda, Kia, Sony, US West, and Pioneer.

As he has moved into directing, Ed's helmed notable work for Target (featuring Garth Brooks), PlayStation Portable (PSP), Energizer, H&R Block, Mercury Insurance, and Ben & Jerry's, as well as viral content for Bacardi (via Davidandgoliath) and Pocket (featuring the famous Careerbuilder chimps). He has worked with numerous other celebs, including Michael Jordan (the client was MCI/Worldcom, and a photo taken on set by legendary photographer Walter looss made the cover of *Time*). Ed's spec spot for Energizer inspired the Martin Agency to award him a three-spot package for the Charlotte Hornets. Despite its limited budget, one of the spots placed as a finalist in the One Show and ran during the Super Bowl. Ed further flexed his directorial muscles via Group 101,

In addition to the One Show directing honors, Ed has been featured in *SHOOT's* "Best Work You May Never See" column, and he received the ADMINE GOLD RUSH grand prize of \$100K for a Motorola spot featuring the world's smallest cell phone. These honors rest alongside the awards Ed has garnered as an art director, which include multiple ADDY'S, CLIOS, One Show, recognition in the *Communication Arts Advertising Annual*, and coverage in *SHOOT*, *Adweek*, and *Creativity*.

Ed is now putting the finishing touches on the latest round of Mercury spots, a project he developed with the client. He is developing several feature film and television projects, including a documentary about emerging Cuban artists.