Christopher Deal

CREATIVE PRODUCER | TECHNICAL PRODUCTION LEAD | EDITOR

New York, NY · +1 857 259 7523 · deal.mediaproduction@gmail.com · Portfolio

Creative producer, technical production leader, and editor with 10 years of experience building video operations and producing content across branded, social, live, immersive, and emerging-media environments. Experienced leading teams, scaling production systems, and translating complex technology into clear, audience-facing stories. Current work applies professional video-production expertise to AI model training and evaluation.

EXPERIENCE

AI Training Specialist - Video Production & Creative Media

Apr 2026 - Present

Handshake AI · Remote

- Develop and evaluate domain-specific prompts and rubrics used to assess large language model performance across video production, editing, post-production, and creative media workflows.
- Review AI-generated outputs for technical accuracy, instruction adherence, creative reasoning, and understanding of professional production practices.
- Translate subjective creative decisions into clear, measurable evaluation criteria and provide expert feedback used to improve model performance.
- Conduct independent research and quality review to identify inaccuracies, ambiguities, and weaknesses in prompts, rubrics, and model responses.

Senior Technical Producer

2022 - 2025

The Class by Taryn Toomey · New York, NY

- Led the transformation of livestream and studio operations across three studios, increasing reliability to 99.9% and expanding output capacity by 40%.
- Implemented AI-assisted editing workflows and automated post-production pipelines that reduced turnaround time by 50%.
- Built SOPs, trained a six-person production team, and partnered with leadership on an integrated content roadmap supporting digital audience growth.

Head of Production

2021 - 2022

LEVR Live · Los Angeles, CA

- Produced and live-directed immersive 8K direct-to-headset experiences, including a Lil Wayne performance at the USC Coliseum and Celebrity Championship Boxing.
- Partnered with engineering and creative teams to translate complex immersive-product capabilities into clear, engaging audience experiences and marketing narratives.
- Designed documentation systems and cross-team workflows that improved collaboration speed by 35% across production, creative, and technical teams.

Senior Content Producer

2020 - 2022

Watson Foundation · Los Angeles, CA

- Produced and directed short-form documentary, promotional, podcast, and social content for independent and community-focused campaigns.
- Managed lean budgets, vendors, small crews, post-production, and reusable creative workflows for consistent YouTube and social delivery.

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EXPERIENCE - CONTINUED

Head of Production

2018 - 2020

Vrenetic Inc · Los Angeles, CA

- Directed global creative operations for a volumetric and 360° video startup, managing production teams and creator partnerships across the U.S., Europe, and Asia.
- Built scalable production pipelines that reduced cross-continental project friction and improved delivery accuracy by 30%.
- Led production and post-production for immersive partnerships and campaigns, including LA Clippers arena activations and Lionsgate Midway behind-the-scenes 360 content.
- Managed budgets, vendors, and creative concepting while supporting platform growth, user adoption, and brand partnerships.

Senior Producer

2017 - 2018

CloeCouture (YouTube) · Los Angeles, CA

- Produced and edited social video for a channel with more than 6M subscribers, contributing to 25% higher audience retention.
- Managed day-to-day production operations including scheduling, set coordination, editorial delivery, metadata, thumbnails, and performance optimization.
- Collaborated with analytics and creative teams to refine storytelling structures and content strategies that supported engagement and subscriber growth.

ADDITIONAL PRODUCTION EXPERIENCE

Co-Founder / Producer | Dilioo Studios 2020 - 2021

- Co-founded a virtual-production studio delivering remote and hybrid productions for HSBC, Premier Boxing Champions, TEDx, and PAYDAY LA.
- Built lightweight production workflows for live and remote events, coordinating technical execution, clients, crews, and post-production.

Production Assistant | VR Playhouse 2016 - 2017

- Supported immersive and 360° productions, including the Emmy Award-winning Van Jones: The Messy Truth, with VR rig setup, environment capture, on-set coordination, and post-production handoffs.

SELECTED PROJECTS & PARTNERSHIPS

LA Clippers · Lionsgate / Midway · Lil Wayne · Premier Boxing Champions · HSBC · TEDx · Celebrity Championship Boxing

TECHNICAL SKILLS

Post Production: Premiere Pro, After Effects, DaVinci Resolve, Audition, Photoshop

Live / Studio: OBS Studio, Wirecast, multi-camera switching, audio mixing, lighting design, Sony & Blackmagic cameras

Immersive / Emerging Media: 360 capture, volumetric video, 8K VR streaming, Mistika VR, Autopano

AI / Workflow: LLM prompt and rubric evaluation, AI-assisted editing, generative-media workflows, production automation

Production Operations: Asana, Slack, Jira, Confluence, Monday, Trello, Google Workspace

EDUCATION

B.A. in Film - Syracuse University