

Justine Simonson

Freelance creative producer, director, and writer

Emmy- and Telly-winning creative producer, director, and writer with over 20 years of experience delivering nonfiction and branded video content, as well as live events, for leading global brands. Specializes in human-centered storytelling and cross-functional leadership to oversee entire project life cycles, from concept to delivery. Recent projects for SAP and Siemens resulted in measurable enterprise-wide engagement and over 40,000 event impressions, reflecting a commitment to impactful storytelling and results-driven execution.



Employment History

Writer, Director, Producer at Flying Monkeys Media, New York City and Munich

JAN 2019 – PRESENT

- Lead writer, director, and producer for digital campaigns and customer stories for global brands (e.g., SAP, Siemens), managing end-to-end production from treatment and scripting through filming, post, and delivery.
- Delivered live coverage and pre-produced content for SAP Sapphire (28K+ avg. global engagements) and SuccessConnect (2K+ in-person attendees plus virtual audience), meeting timelines and brand standards.
- Partnered with marketing, product, and events teams to shape messaging and capture authentic customer narratives.

Director, Producer at Goebel + Mattes GmbH, Frankfurt am Main

DEC 2020 – PRESENT

- Directed and produced customer stories (Virgin Megastore, Dubai; Lion Brewing, Sydney) from treatment through edit, aligning creative with business goals.
- Produced live-streamed Roving Reporter showfloor coverage at SAP TechEd 2025 (Berlin) with C-suite guests; achieved 40K+ registered global impressions and sustained engagement.
- Led editorial and rapid-turn daily edits for multi-channel publishing.

Writer at Osmosis Films, Remote

JUL 2021 – MAR 2024

- Wrote concise, audience-appropriate scripts on finance, transportation, and

Details

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+49 157 323 80846

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Nationality
USA

Links

[Portfolio](#)
[LinkedIn](#)

Skills

Concept creation & execution
Video production
Video edit management & supervision
Collaborative team leadership
Client & talent management
Script writing
Planning & coordination

healthcare for clients including the Foundation for NIH, Consumer Reports, and Ownership Works.

- Translated complex research into clear narratives in partnership with producers, directors, and animators.
- Incorporated SME feedback and ensured brand alignment and legal accuracy.

Languages

English

German

Producer, Writer, Director at Bavaria Communications GmbH, Munich

MAR 2021 – JAN 2022

- Wrote, produced, and directed projects for SAP and BMW, aligning creative to business objectives and stakeholder requirements.
- Designed and executed remote interview capture and webinar tutorials during COVID-19 to maintain brand outreach and customer support.
- Produced virtual content for SAP Sapphire 2021.

Creator, Producer, Director at IFP-Medienboard Fellowship, Berlin

MAR 2015 – DEC 2016

- Awarded an IFP-Medienboard fellowship and three-month Berlin residency to create a 10-part digital documentary series profiling small-business owners and entrepreneurs.
- Led end-to-end development, production, editing, and distribution.
- Executed outreach and promotion across live events in Berlin and New York.

Freelance Producer, Writer, Director at Documentary Television & Digital Media, New York City

MAY 2000 – APR 2018

- Produced, wrote, and directed long-form award-winning documentary films/series and journalistic media for national broadcast (PBS, National Geographic, TLC, History, Investigation Discovery).
- Digital features producer for the climate-science series Years of Living Dangerously, optimized for web and social.
- Created video content for lifestyle verticals (Elle, Marie Claire, GQ, Esquire, Town & Country, Delish) for major brands such as Prada, Gillette, Ford, and Miller Lite, tailored for platform-specific audiences.

Education

Bachelor of Science: Television, Radio, and Film Production, Magna Cum Laude at S. I. Newhouse School of Public Communications, Syracuse University

2002

Awards

- **Silver Telly Award (2016)**— Taking Aim (Marie Claire)
- **Bronze Telly Award (2016)**— The Last Time I Saw Her (Marie Claire)
- **News & Documentary Emmy Award (2006)**— Air: America's Investigative Reports (PBS)