

# SHELBY HADDEN

Austin, TX | [LinkedIn](#) | [Website](#) | 315-727-5826 | sghadden5@gmail.com

## ABOUT

**Shelby Hadden** is an award-winning documentary filmmaker and producer with eight years of experience creating compelling and impactful content for industry leaders such as **Indeed**, **Apple**, and **TikTok**. Her passion for storytelling has led her to produce independent films showcased at prestigious festivals, including the New York Times Op-Doc, [To Be Queen](#) (Tribeca Film Festival 2019), [Sister Aimee](#) (Sundance Film Festival 2019), and [Faders Up: The John Aielli Experience](#) (Audience Award, SXSW 2024).

One of her proudest achievements is producing the animated short [Tightly Wound](#) which has garnered over 4 million views on YouTube and sparked important conversations about pelvic floor disorders. Shelby also delivered a TEDx talk titled "[Why We All Lose When We Talk About Virginity](#)" and organized TEDxKoenigLane in 2022, further highlighting her commitment to raising awareness on critical issues.

At Blue Suitcase Productions, Shelby produced and directed over 370 corporate videos, podcasts, social media campaigns, branded documentaries, and more. Her role involved everything from brainstorming and collaborating with cross-functional teams and C-Suite executives to managing budgets up to \$530K and leading teams of 30+ freelancers, artists, and agencies. Notably, she produced Indeed's bi-weekly podcast "[Here to Help](#)," hosted by CEO Chris Hyams, delivering 132 episodes, trailers, and social media assets.

Shelby's passionate about empowering young people and giving back to her community. She lectures at The University of Texas at Austin and Texas State University. She's volunteered at the Hugh O'Brian Youth Leadership Conference (HOBY) since 2008 and was a keynote speaker at the 2021 HOBY World Leadership Congress.

## EDUCATION

*MFA in Film & Media Production, 2016*  
The University of Texas at Austin  
Department of Television-Radio-Film

*Bachelor of Arts and Communication, 2013*  
The University of Alabama  
College of Communications & Information Sciences

## FILM/VIDEO EXPERIENCE

### SENIOR PRODUCER & DIRECTOR

**Blue Suitcase Productions, Austin, TX**

Full-time // July 2021 – July 2024

Contract // March 2018 – June 2021

- Produced and directed 370+ internal and external corporate videos, podcasts, social media campaigns, branded documentaries, promotional videos, product demos, photo shoots, webcasts, motion graphics, animation, and live event coverage from project inception to completion
- Brainstormed, collaborated, and problem-solved with cross-functional teams, C-Suite executives, marketing executives, and external freelancers on content development, content production, and post-production

- Created and maintained video production and post-production calendars, including editing, color, and sound
- Built and managed budgets of all sizes from \$5K to \$530K; tracking expenses, processing invoices, and handling all bookkeeping
- Assembled and led teams of 30+ freelancers, artists, and agencies for global projects under tight time constraints
- Produced Indeed's bi-weekly podcast, "Here to Help," hosted by Indeed CEO Chris Hyams, which included the setup of remote cameras and providing editorial direction for 132 episodes, 132 trailers, and 132 social media assets
- Conducted and filmed interviews, building effective rapport with subjects ranging from high-profile stars like Amy Poehler and Kevin Kwan to emotional interviews with Ukrainian refugees in Poland
- Coordinated post-production and quality assurance to deliver polished final videos and creative assets

## **CO-PRODUCER**

### **Reverse Shot Productions, New York, NY**

Contract // November 2016 – June 2019

- Produced and coordinated production of 45+ shoots, 100+ releases, and locations for The New York Times Op-doc, To Be Queen, collaborating with Academy Award-winning filmmakers Jeff Reichert and Fariyah Zaman
- Conducted 20+ interviews, operated camera, and recorded sound for sit-down interviews and cinema verite
- Developed, nurtured, and maintained relationships with documentary subjects over three years

## **PRODUCER & DIRECTOR**

### **BL&S, Austin, TX**

Contract // May 2016 2016 – March 2018

- Spearheaded the creation of compelling promotional videos, branded documentaries, and online video courses for diverse clients
- Crafted persuasive proposals and scripts tailored to client needs
- Built and managing budgets to ensure cost-effective production
- Assembled and managed talented crews to execute projects efficiently
- Secured optimal locations to enhance visual storytelling
- Planned and oversaw production shoots for seamless execution
- Provided hands-on supervision throughout the post-production process to ensure high-quality deliverables

## **ASSISTANT EDITOR**

### **Texas Crew Productions, Austin, TX**

Contract // July 2017 – October 2017

- As an Assistant Editor for the NBC and ESPN television series "Quest for Kona" at Texas Crew Productions, played a pivotal role in the post-production process, creating captivating and seamless episodes
- Collaborated with the series producers and editor to create the most compelling episode narratives. Pulling selects for scenes, curating footage to highlight the narrative and enhance storytelling impact
- Conformed scripts, ensuring alignment between the edited sequences and the original vision outlined in the scripts

- Exported episodes for delivery and meticulously preparing final cuts for broadcast and distribution to meet quality standards and deadlines
- Created engaging social media videos, leveraging my editing skills to produce compelling content tailored for online platforms, driving audience engagement and brand visibility

## DIRECTING/PRODUCING PORTFOLIO

[Faders Up: The John Aielli Experience](#) (2024) Producer, feature documentary

A cinematic collage much like the style of his free-form radio shows, *Faders Up* explores the extraordinary life and legacy of iconic KUTX Austin radio host John Aielli. (SXSW 2024, Audience Award)

[Indeed Hiring Events for Ukrainian Refugees](#) – (2023) Producer/Director, short branded documentary for Indeed

As part of Indeed's commitment to helping all people get jobs, Indeed hosted hiring events to help Ukrainian refugees find jobs and resources to rebuild their lives in Poland.

[Indeed, Here to Help Series](#) – (2022-2024) Producer/Director, video and audio podcast

*Here to Help* is hosted by Indeed CEO Chris Hyams. Each week we explore how people's experience, strength, and hope inspire them to help others, and how that passion is challenging conventional wisdom and shaping the future of work.

[Wüm](#) (2024) Co-Producer, narrative short

Bennett, a nonbinary new parent, joins a Mommy Group called "Wüm." What is supposed to be a space of support turns into a vortex of micro-aggressions from Instagram-ready hipster Moms. (SXSW 2023)

[TEDxKoenigLane](#) – (2022) Event Organizer/Video Director

TEDxKoenigLane was a locally produced TED event in Austin, Texas, organized by Shelby Hadden, hosted by Arielle LaGuerre, and featured TEDx speakers Olivia Julianna, Kaitlin Maid, Kate Morton, and Dr. Han Ren, as well as a performance by Austin Lady Vipers.

[Shouting Down Midnight](#) (2022) Associate Producer, feature documentary

This timely doc follows Texas State Senator Wendy Davis's filibuster in 2013 when she stood for over 13 hours to fight an anti-abortion law threatening women's access to lifesaving healthcare. (SXSW 2022)

[To Be Queen](#) – (2019) Co-Producer/Field Producer, short documentary, New York Times Op-Doc

In Luling, the "toughest town in Texas," two Latin high school girls compete to be the next Watermelon Thump Queen. (Tribeca Film Festival, 2019)

[Indeed Interactive: Amy Poehler Social Media Spots](#) – (2019) Producer/Director, social media

Social media spots created from an interview of Indeed Interactive's 2019 keynote speaker, Amy Poehler

[Tightly Wound](#) – (2018) Writer/Producer/Director, short animated documentary

A woman recounts her experience living with chronic pelvic pain – how health professionals have failed her, men have rejected her, and shame, anger, and hatred have plagued her body. (Annecy International Animated Film Festival, 2018 & DOC NYC, 2018)

[Ms. Texas Senior](#) – (2016) Director/Editor, short documentary

A short documentary that follows the Ms. Texas Senior America Pageant, a beauty pageant for women sixty and older.

[Her & Me](#) – (2015) Director/Editor, short documentary

A film about Allie and Gabby Byers, a set of identical twins who live identical lives. (DOC NYC 2018 & Vimeo Staff Pick)

## TEACHING EXPERIENCE

### LECTURER

**Texas State University, Theatre and Dance Department, San Marcos, TX**

Contract // August 2017 – May 2021

- Created curriculum for **TH 3353 Production Practices** (Fall 2017-Spring 2021), **TH 4737 Advanced Directing for Film** (Fall 2018), and **TH 4363 Directing for Film** (Spring 2020, Spring 2021) for the Department of Theatre and Dance
- Taught lectures that included production techniques (filming, lighting, editing), film history, and analysis of existing works to classes of 15-30 students, led project workshops, graded assignments, provided feedback, and mentored students

### LECTURER

**The University of Texas at Austin, Radio-Television-Film Department, Austin, TX**

Contract // August 2016 – December 2016, January 2019 – December 2019

- Created curriculum for **RTF 366K: Documentary Production** (Fall 2016, Spring 2019, Fall 2019) for the Department of Radio-Television-Film
- Taught Lectures that included production techniques (filming, lighting, editing), film history, and analysis of existing works to classes of 20-30 students, led project workshops, graded assignments, provided feedback, and mentored students

## EVENT PRODUCTION EXPERIENCE

### EVENT ORGANIZER

**TEDxKoenigLane, Austin, TX**

July 2022 – December 2022

- Acquired TEDx licensing and organized the event, adhering to TED's rules and guidelines. Recruited speakers, evaluated speaker applications, and curated speaker lineup which included Olivia Juliana, the 19-year-old who raised \$2 million for abortion funds
- Mentored speakers, provided feedback on their written talks and performances, as well as managed their writing and memorization timelines

- Directed event branding, sponsorship/fundraising, and community outreach, for the first-ever, sold-out event
- Edited TEDx talks post-event, adhered to TED's editing and branding guidelines, and all four talks were accepted by TED's YouTube channel

## PRODUCER

### Women Rising Productions, Austin, TX

Contract // December 2016 – January 2017

- Collaborated on event branding, outreach, and speaker lineup for the Austin Women's March the day after President Trump's inauguration, which became the largest gathering of women in Texas history
- Assisted in the creation of the run of show
- Managed location permissions
- Acted as speaker liaison on the day of the event

## PUBLIC SPEAKING

### Keynote Speaker

2021 Hugh O'Brian Youth Leadership World Leadership Congress

- *Topics: Group and societal leadership, filmmaking, art, teamwork, communication*
- *Audience: 300 rising high school sophomores from around the world*

### Group Leadership Panelist

2018-2024 Hugh O'Brian Youth Leadership – Texas Capitol Area

- *Topics: Group and societal leadership, filmmaking, art, teamwork, communication*
- *Audience: 100 rising high school sophomores from across Texas*

### Artist Services Roundtable Panelist

2018 Austin Film Festival

- *Topics: Crowdfunding for independent filmmaking, producing, fundraising*
- *Audience: 50 independent filmmakers from across Texas*

### BedPost Confessions and Bodies Tell Our Story Presenter and Panelist

2017 Woodhull's Sexual Freedom Summit

- *Topics: Pelvic floor dysfunction, sex, health/wellness, storytelling as healing*
- *Audience: 100 conference attendees from around the world*

### Crowdfunding Panelist

2017 Austin Film Society//Kickstarter

- *Topics: Crowdfunding for independent filmmaking, producing, fundraising*
- *Audience: 100 independent filmmakers from Austin*

## APPEARANCES IN POPULAR MEDIA

- CBS's *The Doctors*, May 19, 2019 "[Woman's Vaginismus Kept Her From Having Sex](#)"
- *Variety*, John Hopewell, June 10, 2018, "[12 Takes on Ancey 2018](#)"
- *Cosmopolitan*, Hayley MacMillion, November 11, 2016 "[Why This Woman is Making a Film About Her Chronic Pelvic Pain](#)"

- **IndieWire**, Steve Greene, November 17, 2016, "[‘Tightly Wound’ is an Animated Journey Through a Filmmaker’s Personal Struggle](#)"