

Craft Creative Names New Head of Production

Paul Schmidt to serve as Head of Production for Craft Creative

NORTH CHARLESTON, SOUTH CAROLINA, UNITED STATES, April 11, 2018 /EINPresswire.com/ -- Craft Creative, Charleston's premier video production, and graphic design company has named a new Head of Production. Paul Schmidt will now serve as the creative leader of the production company. He will be working closely with Craft Creative's sister company VIP Marketing & Advertising and Agency Principal Eric Elliott to provide high-quality creative content to a variety of clients.

Schmidt, originally of Greenville, SC attended the Art Institute of Charleston and began his career with Craft Creative as their resident cinematographer. Agency Principal Eric Elliott said of Schmidt, "We are proud to name Paul Schmidt Head of Production for Craft Creative. Paul has demonstrated the willingness and drive needed in the creative landscape. Paul's approach to every project is super intense and continues to provide value for our clients and help Craft Creative continue to be one of the most sought-after creative teams in the southeast."



Schmidt will monitor and oversee all creative exports including design, photography and video production. He will maintain and elevate the standard of premier video production in this region. Also a popular DJ in town, the new position at Craft Creative will allow him to exercise his creative experience and use his diverse artistic expertise to serve the agency's clients as well as the greater Charleston community.

About Craft Creative: Craft Creative is a top-tier production company specializing in premium video production, graphic design, website design and animation. They have years of experience in crafting engaging creative designed to move the needle and achieve the goals of their client partners.

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