

TALUS
SCHREIBER

Creative Director
Producer · Brand Strategist

CONTACT

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SKILLS

- Campaign Production & Management
 - Media Relations — credentialing & press coordination
 - Paid Media Strategy — Meta advertising
 - Creative Direction — photo, video, art direction
 - Influencer & Seeding Strategy
 - Brand Strategy & Positioning
 - Client & Account Management
 - Documentary & Event Production
 - Team Leadership — agency founder, exec producer, chapter co-lead
- AWARDS
- 2 GOLD · 1 SILVER
- 3x Telly Award Winner
- Leadville Ski Joring
Documentary Series
- 2025
- Talent Unmasked
- Breaking & Entering —
Emerging Creative Talent

I got a world renowned DJ to run a 5K, put horses and skis on global television, and worked on one of the biggest sports stories in history — all before finishing college. That didn't happen by luck. I started my first business at 15 and discovered I was capable of more. That drive has taken me through the worlds of sport, art, music, and lifestyle because that's where culture lives and where storytelling matters. From national press campaigns to celebrity product placement, fine art galleries to nonprofit fundraisers — I've done a lot. What I've learned is simple: know your craft, stay hungry, and never stop learning.

EXPERIENCE

MARKETING & CREATIVE PRODUCER

Relévant Galleries · Cherry Creek, Denver

May 2025 – Present

- Execute campaigns and produce all photo/video content for exhibitions and VIP collector events across gallery locations in **Denver, Aspen, Park City, Vail, and Scottsdale**.
- Developed and managed **paid advertising strategy on Meta** to drive campaign conversions and support sales in a multimillion-dollar fine art environment.
- Collaborate with internationally recognized artists and gallery leadership on brand positioning, event strategy, and high-net-worth audience outreach.

FOUNDER & CREATIVE DIRECTOR

Schreiber Marketing · Regional

2021 – Present

- Founded and operate a one-person creative studio at 15 — managing all client contracts, invoicing, and business operations while delivering full-service campaign production for 10+ clients across sports, art, lifestyle, and government sectors.
- Evolved from web design into end-to-end production: concept, shoot direction, paid media, and campaign delivery across photo, video, and digital.
- Assisted production on multiple shoots with **David Yarrow** — coordinating lighting, grip, and day-of logistics alongside his team, and leveraging personal network within CU to secure exclusive access to Ralphie the Buffalo.
- Donate creative services annually to **Girls on the Run Rocky Mountain**, producing the largest fundraiser for the Rocky Mountain chapter.

COMMUNICATIONS & MARKETING DIRECTOR

Leadville Ski Joring · Leadville, CO

Feb 2019 – Present

- Took over a minimal media presence and transformed it into national coverage — **ABC World News, The New York Times, Outside Network, AFP, and Getty Images** — serving as the sole media contact for credentials, interviews, and day-of access.
- Helped drive a **75% increase in in-person attendance** year over year, reaching 22,000+ spectators, alongside millions of impressions through earned media and UGC — zero paid media.
- Built and maintain the event website from scratch alongside all social strategy and content creation.
- Executive producing a short documentary with a team of ~10, to be submitted to awards circuits and film festivals.

LEADER & ACTIVATION PRODUCER

Cooldown Boulder · Boulder, CO

Aug 2025 – Present

- Co-lead the CU Boulder chapter of Cooldown, organizing community runs of up to **100 participants** and facilitating brand collaborations including Blenders Eyewear.
- Pitched and produced the **John Summit x Cooldown Boulder** run in under 24 hours — creating custom merchandise and a media strategy that generated **500K+ organic impressions on Instagram** with zero paid media.

CAMPUS CREATIVE MARKETEEER

Blenders Eyewear · Boulder, CO

Oct 2024 – Present

- Secured the role through a network connection via **Deion Sanders' management** — creating game day content centered around Coach Prime and the CU Football program.
- Facilitated product placement on **Fox Big Noon Network** and with celebrities including **2 Chainz and Trippy Red**, getting Blenders on national television and in front of high-profile audiences.
- Independently executed an influencer seeding campaign across **10+ micro influencers and 4 CU sororities** — owning all strategy, distribution, and execution.
- Generated **1M+ views on personal Instagram alone** through game day content and brand activations.

EDUCATION

B.S. STRATEGIC COMMUNICATIONS — ADVERTISING

University of Colorado Boulder · Graduating Fall 2026

Minor in Business · Communications Director, CU Ad Club · CU Freeski Team (IFSA Big Mountain) · Creative Director, Sko Buffs Sports

Colorado Mountain College — Real Estate Certificate (completed pre-college)