



Contact info

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Experience

I am a comedian, showrunner and strategist who helps
Creators make, market, manage and monetize their most heartfelt and
artful dream projects, content, campaigns and stories.

Overview, by the numbers

**100M+ video views | 1000+ videos uploaded | 10k+ event attendees |
200+ events produced | 100+ media bookings and partnerships made
500k+ client social and email followers gained | \$3MM+ product sales**

Huberman Lab / SciComm Media

Part-time Youtube Strategist and Editor | 2025

- Editing, packaging and channel management for Huberman Lab Clips & Dr. Andy Galpin. Scaling up to daily videos & doubling of daily views.

DRVN Podcast

Part-time Showrunner | 2025

- Head segment writer, producer, guest-booker, editor, thumbnail designer and channel manager for 700K+ Youtube Audience

Integrity Media

Creative Director | 2024-2025

- Led team of 5 to create daily content for 3 client podcast launches
- Created SOP and internal training on brand and content strategy

Lars Mapstead

Deputy Communications Director | 2023-2024

- Created campaign videos, ads and documentary seen by millions
- Researched economic and criminal justice policy and wrote 6 whitepapers.
- Built social media, website, task management, and text-banking systems

Compact Magazine

Podcast Producer | 2023-2024

- Produced and engineered 70 episodes of the Compact Podcast, leading to significant podcast listener and magazine subscriber growth

Howard Bloom Institute

Researcher, Marketer | 2022-2023

- Researched curriculum for new field of study - "Omnology" for a course with Kepler Space University.
- Booked Howard (founder) on podcasts and media appearances.

Ideamarket

Marketing Systems Specialist | 2021-2022

- Built and trained team on system to produce daily videos across 8 platforms, gaining 7500+ followers and 1000+ discord members.
- Booked or facilitated ~50 event, podcast, media opportunities for CEO
- Co-led campaigns for Product launch which led to \$1,000,000+ in sales.

Strength Camp

Personal Brand Specialist | 2017-2019

- Created daily video content for Instagram and Facebook gaining ~20MM views, 150,000 followers, and 50,000 email list subscribers.
- Booked podcasts earning tens of thousands of views with influencers
- Generated aprox \$500,000 in digital product and recurring revenue

Standup Standup & Comedy Bar

Chicago Live Comedy Producer | 2014-2017

- Live production, poster design, street team marketing, and sound/light production board for over 150 live shows, including an original showcase I booked, marketed and produced
- Guests of show included: Hannibal Burress, TJ Miller, Deon Cole, Michael Che

Skills

Writing & Creative Development -- 13 years

Trained comedy writer - scripts, copy, monologue, music.
In-depth subject & market research, expert interviews

Video Editing & Production -- 10 years

Camera, light, sound recording set up, management, live
AVV. Live podcast production. Editing, color, audio,
sound design, VFX, Motion Graphics

Public Speaking and Comedy -- 9 years

On stage, voice-over and on camera performance

Marketing, Sales and Growth -- 8 years

Social content strategy & mgmt, brand identity, PR,
analytics, partnerships, live event coordination

Operations & Systems -- 6 years

Building no-code automations, company docs, SOPs,
brand guides. Project managing & training teams.

Proficiencies / Technical

Adobe Premiere	AfterEffects	Audition
Figma/Photoshop	Notion	Later
Youtube Studio	Meta Studio	X Studio
NationBuilder	Webflow	WordPress
Google Enterprise	Apollo	Prompt.io
Riverside.fm	OpenAI	Monday/ClickUp
Microphones	Piano	Audio Interface
DSLR (Canon)	LED Lighting	GoPro

Education

University of Connecticut - 2012-2014

- Music and World Literature/Cultures

Columbia College - 2014-2016

- Playwriting and Voice Acting

Second City Training Center - 2023-2024

- Comedy Writing and Performance
- Sold out sketch revue for 5 week run at Second City

References

Leon Hendrix - Creator of DRVN (700K Subscribers)

John's the Swiss Army Knife of content. He's written/directed countless episodes & helped get huge guests way out of our league. He's taken my vision & made it reality.

Mike Elias - CEO Ideamarket

Diligent, thoughtful, resourceful, and competent. Would depend on to scale social marketing with care and thoroughness. Highly skilled and experienced.

Elliott Hulse - Author, Youtuber (2MM Subscribers)

John has created the most engaging video campaign on my Instagram. Highly recommended for quality and creativity.

Matthew Schmitz - Founder Compact Magazine

John is prompt, professional, and immensely talented. With his expert production work, we were able to improve our podcast's sound quality and conversational flow—factors that contributed to significant audience growth.

Lars Mapstead - CEO Lars24, FF Networks

John is an excellent, hardworking video editor who was invaluable to my campaign. He consistently went above and beyond expectations, demonstrating professionalism at all times. His contributions were crucial to our public image.