

**SCHEME
MACHINE**

studios

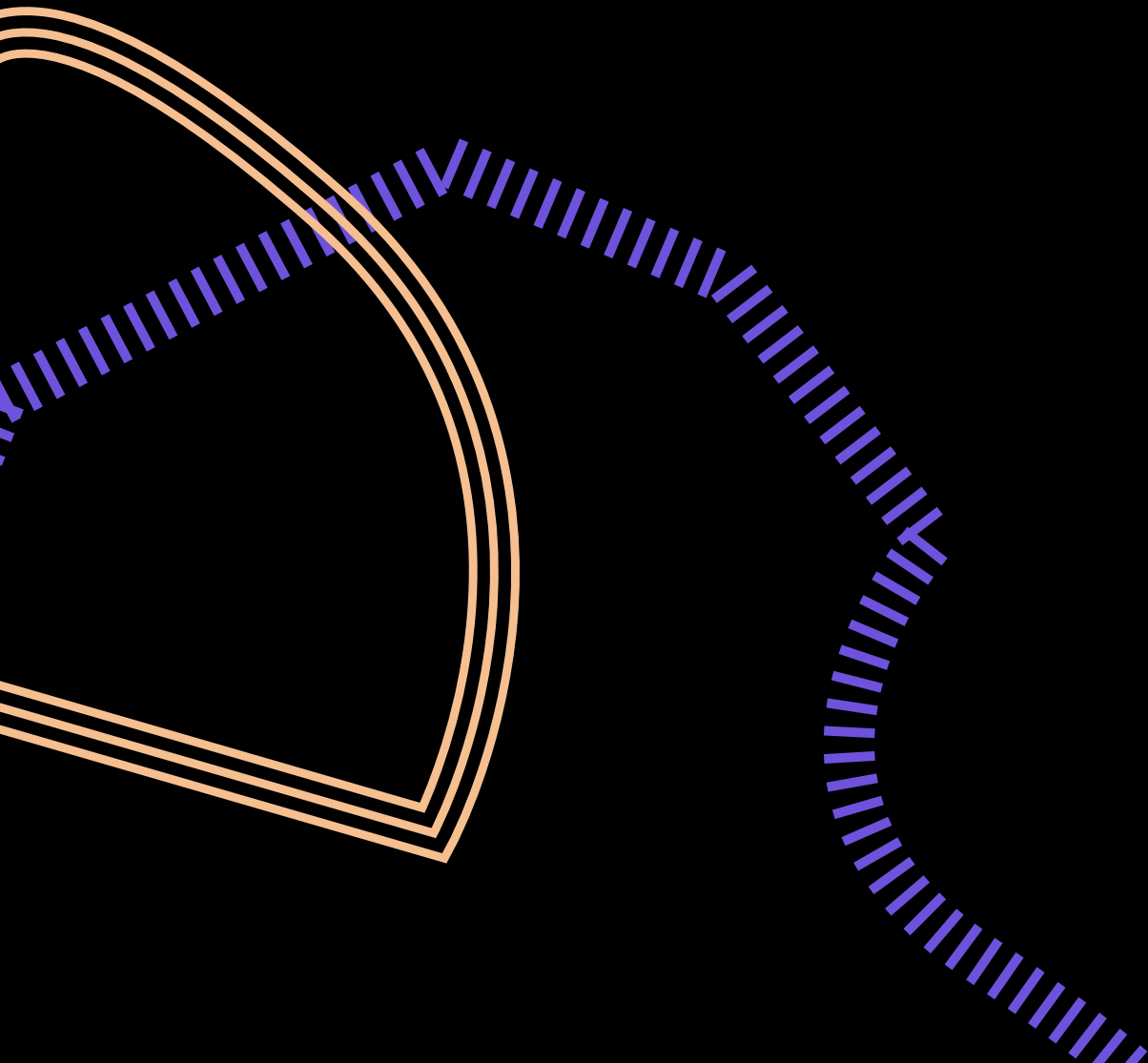
What is Scheme Machine?

Scheme Machine Studios is a female- and queer-owned production company in Los Angeles.

Storytelling is at the core of everything we do, whether it's film, photography, branded content or event production.

From concept to execution, Scheme Machine is dedicated to disrupting the status quo.

Scheme Machine Studios was founded in 2013 by Carly Usdin and Robin Roemer, who have a combined 30 years of experience in both the traditional and digital spaces.



Concept & Strategy

Concept Development

Brainstorming, researching, connecting with our clients and their audience

Campaign Strategy

Identifying and targeting an audience with intention, creating a release schedule across multiple platforms, implementing best practices

Copywriting

Working with our clients to craft the message

Pre-production

Organizing budgets, generating schedules, staffing, casting, location scouting, permitting and more to ensure the shoot or event is executed effectively

CAPABILITIES



Production and Execution

CAPABILITIES

Scheme Machine is a multi-disciplinary full service production company with capabilities spanning the following fields

Filmmaking

Commercial

Branded

Narrative

Interactive

Photography

Design & Animation

Post-Production

Editing

Color

Sound

Event Design & Production

Our Work



Google Pride

Photography and artistic direction for the 2018 Google Pride campaign with Google Pixel 2.



"Leave Them" PSA

Music Video PSA for St Paul de Vence with partners RAINN and Darkness to Light.



Ad Council & Susan G Komen - "Know Your Girls"

Creation of the "Know Your Girls" digital campaign with live action interviews and animation.



Misdirection

Short film written, produced and directed for AFI's Directing Workshop for Women.



Lilly x Smashbox

Provided directing services for launch spot for Lilly Singh's signature lipstick.



RuPaul's Drag Race: A Retrospective of the Cultural Phenomenon

Short documentary produced for Viacom's RuPaul's Drag Race 2018 Sundance panel.

Our Work



Ad Council - "Save the Food"

Branded digital PSA starring Alysia Reiner and Melissa Rivers.



Have a Hart Day

Web series conceptualized, written and created to encourage young people to volunteer, hosted by YouTube personality Hannah Hart.



Threads

Development, producing and directing services for New Form / Verizon Go90 digital anthology series.



Suicide Kale

Award-winning narrative indie feature film.



What's Your POW Factor

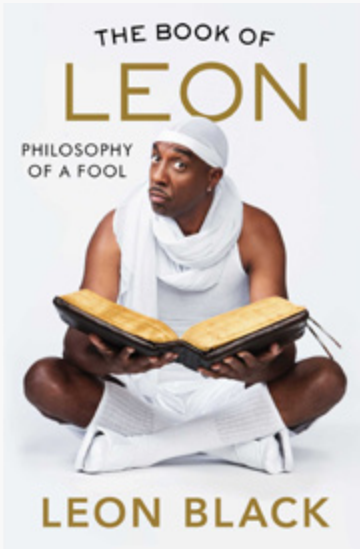
Directing and writing services for Cartoon Network branded digital series.

Our Work

SCHEME MACHINE

studios

PHOTOGRAPHY



Our Work

SCHEME MACHINE

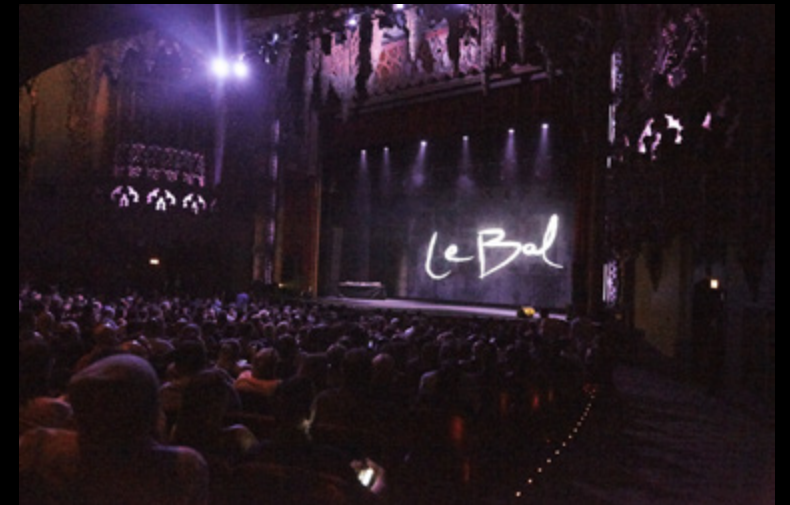
studios

EVENT PRODUCTION



Le Bal

A monthly sold out drag show at the Ace Theatre in DTLA which seats 1600.



Our Work

SCHEME MACHINE
studios

EVENT PRODUCTION



HBO/Gentleman Jack
Comedic Live Reading for
Autostraddle.com and HBO to
promote their series Gentleman Jack.



Clients



Google



smashbox



verizon[✓]

viacom

Thank you!

SchemeMachine.com
info@ schememachine.com