

A. FELDMAN CREATIVE

PROJECTS

POOP TALK DOCUMENTARY & MARKETING CAMPAIGN

Original Concept Documentary film - Role: Writer, Producer, Director (Film), Creative Director (Marketing Campaign)



PROJECT HIGHLIGHTS:

- Distribution:** Acquired by **Comedy Dynamics** for global streaming distribution.
- Platforms:** Available on Apple TV, TUBI, Amazon Prime, and YouTube.
- Viewership:** Garnered over **1 million views** across platforms.
- Critical Acclaim:** Achieved an **88% rating on Rotten Tomatoes**.
- Media Coverage:** Over **100 media hits**, including features on prominent podcasts, live shows, and online media outlets.

PROJECT OVERVIEW

- Objective:** Create a thought-provoking, humor-filled documentary that breaks the taboo around discussions of human physiology, exploring cultural, comedic, and scientific perspectives on the topic of defecation.
- Scope of Work:** Developed the concept, wrote the narrative structure, directed interviews, and oversaw production and post-production to ensure a cohesive and impactful final product.

CREATIVE STRATEGY

- Target Audience:** Fans of comedy documentaries, culturally curious viewers, and those interested in taboo-breaking conversations.
- Key Message:** Normalize and destigmatize everyday human experiences through humor and candid storytelling.
- Creative Approach:** Blended interviews with comedians, experts, and public figures, using humor and relatable anecdotes to engage viewers while delivering meaningful insights.

RESULTS & IMPACT

- Audience Engagement:** Achieved viral success with a wide demographic, sparking conversations on a traditionally taboo topic.
- Critical Reception:** Praised for its humor and originality, with multiple features in comedy and mainstream media.
- Cultural Impact:** Elevated public discourse by blending comedy and education, making a significant mark in the comedy-documentary genre.

Poop Talk

WATCHLIST

88%
Tomatometer
8 Reviews

62%
Popcornmeter
Fewer than 50 Ratings

NEW The Audience score is now the Popcornmeter. [Read More](#)

Kumail Nanjiani, Nicole Byer, Adam Carolla, Rob Corddry, Nikki Glaser, Pete Holmes, Eric Stonestreet and other actors and comics recount funny storie...

What to Watch

In Theaters At Home TV Shows

Most popular

A Real Pain 96%

Flow 97%

Emilia Pérez

POOP TALK DOCUMENTARY & MARKETING CAMPAIGN

PRESS

*"An **amusing** if not too **enlightening** chance to get things out in the open."* - The Hollywood Reporter

*"**Opens a dialogue about doo-doo** with the help of dozens of scientists and comedians."* - USA Today:

*"**In the grand, gross tradition of 'The Aristocrats'** comes the Sklar brothers' 'Poop Talk'"* - The Los Angeles Times

*"Comedians tell one-liners and elaborate anecdotes about the bodily function of the title, much to their mothers' embarrassment and **the audience's joy.**"* - The Los Angeles Times

*"Kumail Nanjani is going from The Big Sick to, um, the big stink. Yes, in the new, full-of-crap documentary Poop Talk, the actor — along with Modern Family's [Eric Stonestreet](#), comedians Nikki Glaser and Pete Holmes and others — **candidly explores a topic literally everyone can relate to.**"*- Us Weekly

"it's about time someone has broken through barriers created by fecal shaming."
- All The Moms (USA Today Network)

*"**Honest, open and funny** in the name of opening up the conversation about the one thing everybody does but few talk about -- even when it could save your life."*
- CNET

THE
Hollywood
REPORTER

LA
Times

USA
TODAY.

Us
WEEKLY

c|net

POOP TALK DOCUMENTARY & MARKETING CAMPAIGN

Press Outreach

Press Clips:

Dr Drew Podcast/ <https://go.drdrew.com/PoopTalkSklerBros>

AOL Build/ <https://www.buildseries.com/video/5a9438288c08e02edf64c4a1/>

The Comics Comic/ <http://thecomicscomic.com/2018/02/22/doo-doo-or-do-not-that-is-the-question-of-this-poop-talk-documentary/>

Rich Eisen Show/ <http://www.richeisenshow.com/2018/02/21/sklar-brothers-of-new-docu-comedy-film-poop-talk-join-the-re-show-2-21-18/>

Jim Rome Podcast/ <https://omny.fm/shows/the-jim-rome-podcast/26-sklar-brothers-2-27-2018>

Alison Rosen Podcast/ <http://www.alisonrosen.com/2018/02/jason-and-randy-sklar/>

POX and Puss Podcast/ <https://www.stitcher.com/podcast/pox-puss/the-pox-puss-podcast-the-appalachian-trail-thru-hiker-experience>

C+ Comedy/ <https://www.cpluscomedy.com/comedy/2018/2/16/smearing-poops-bad-reputation-with-randy-and-jason-sklar>

Press Highlights:

Sports Illustrated The Will Leitch Show/Sklers taped interview on 2.26.

Rich Eisen Show/ Sklers interview ran 2.22.

Dr Drew Podcast/ Sklers interview ran 2.23.

AOL Build/ Sklers interview ran 2.26.

The Comics Comic/ Poop Talk story ran 2.22.

Jim Rome Podcast/ Sklers interview ran 2.27.

Alison Rosen Podcast/ Sklers interview ran 2.18.

POX and Puss Podcast/ Sklers interview ran 2.13.

C+ Comedy/ Sklers interview ran 2.16.

Conan/ Nicole Byer completed couch interview on 2.6.

USA Today/film feature and review ran 2.13.

Los Angeles Times/ film review ran on 2.16. Film listing ran 2.8.

The Hollywood Reporter/ film review ran 2.13.

Us Weekly/ran exclusive Kumail clip for Poop Talk on 1.31.

NY1 News/ ran interview with Sklar Brothers on 1.29.

SiriusXM110-Doctor Radio/ Sklers interviewed live on 2.12.

Adam Carolla Podcast / interview with the Sklar Brothers ran 2.13.

The Red Circle Sports with Dennis Miller Podcast/ interview with the Sklar Brothers ran 2.13.

Sports Illustrated SI Now / interview with the Sklar Brothers ran 2.16.

LA Weekly / film screening and Q+A preview ran 2.16.

Chicago Sun Times/ ran USA Today feature 2.16.

Health Magazine /feature about film ran 2.15.

Uproxx/ interview with the Sklers Brothers ran 2.20. Film mention ran 2.16.

Ars Technia / interview with the Sklar Brothers ran 2.16.

CNET / interview with the Sklar Brothers ran 2.17.

Inverse/ interview with the Sklar Brothers ran 2.16.

Urban Daddy/ interview with the Sklar Brothers ran 2.16.

It's Your Health Podcast / interview with the Sklar Brothers ran 2.9.

Kick Ass News Podcast / interview with the Sklar Brothers ran 2.15.

Red Carpet Crash / film review ran 2.16.

WAFF Radio/ interview with the Sklar Brothers ran 2.16.

Aisle Seat /ran film review 2.16.

Barfblog / ran film review 2.16.

The Aquarian / ran film review 2.16.

KPCC Film Week/listed Poop Talk on 2.16. **Envision Radio**/ Sklar radio tour completed on 2.16, additional phone interviews completed with Mancow, Cathy, Al, Abe, & DJ Luv and three other shows on 2.21.

All the Moms (USA Today Network)/ran film review and feature on 2.2.

Movie Breaking News/film review ran 2.13.

DISH Mag/ included Poop Talk in film round up.

The Daily Republic/ included Poop Talk in film round up.

Military Press/film review ran 1.26.

Festival Reviews/ film review ran 2.10.

Envision Radio Tour/ Sklers confirmed for a radio tour on 2.16.

AV Club/ Trailer exclusive ran 11.16.

Deadline/ Ran the "Poop Talk" news exclusive on 9.12.

Interrobang/ Ran the "Poop Talk" news on 9.14.

Red Carpet Crash/ran trailer on 11.17.

Broadway World/ ran trailer on 11.17.

Accidental Bear/ ran trailer on 11.17.

Trailer Addict/ added Poop Talk Trailer per CD.

Movie Insider/ added Poop Talk trailer to previews on 12.9.

Slash Film/ added Poop Talk trailer to previews on 12.9.

The Movie My Life/ran film preview 12.18.

Wild About Movies/ added trailer 12.6.

Fandango/ added trailer 12.6.

Moviefone/ added film info 12.7.

Dr. Oz/ Sklar Brothers 1.29,

GREEN SCI-FI MARKETING CAMPAIGN FOR GLIDE BOOK SERIES



Green Sci-Fi Marketing Campaign for GLIDE

Client: Bill Gourgey, Author

PROJECT OVERVIEW

- Objective:** Increase visibility and engagement for GLIDE through a strategic digital marketing campaign while establishing the novel as a cornerstone of the emerging “Green Sci-Fi” genre.
- Scope of Work:** Partnered with Wattpad.com to launch the eBook, devised and executed the “Green Sci-Fi” marketing campaign, and leveraged national media outlets to amplify exposure.

CREATIVE STRATEGY

- Target Audience:** Environmentally conscious readers, science fiction enthusiasts, and digital-first book consumers aged 16–40.
- Key Message:** GLIDE combines cutting-edge science fiction with thought-provoking environmental themes, delivering a uniquely compelling reading experience.
- Creative Approach:** Utilized digital platforms and strategic media partnerships to highlight the novel’s innovative themes. The “Green Sci-Fi” campaign emphasized sustainability and futuristic storytelling, aligning the book with broader environmental and cultural movements.

GREEN SCI-FI MARKETING CAMPAIGN FOR GLIDE BOOK SERIES

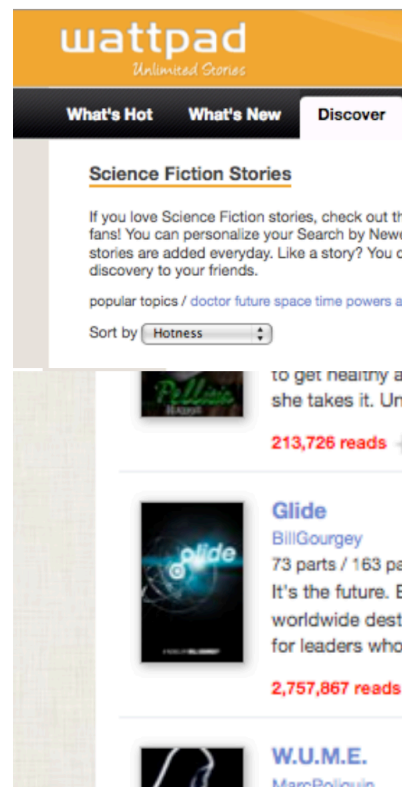


EXECUTION

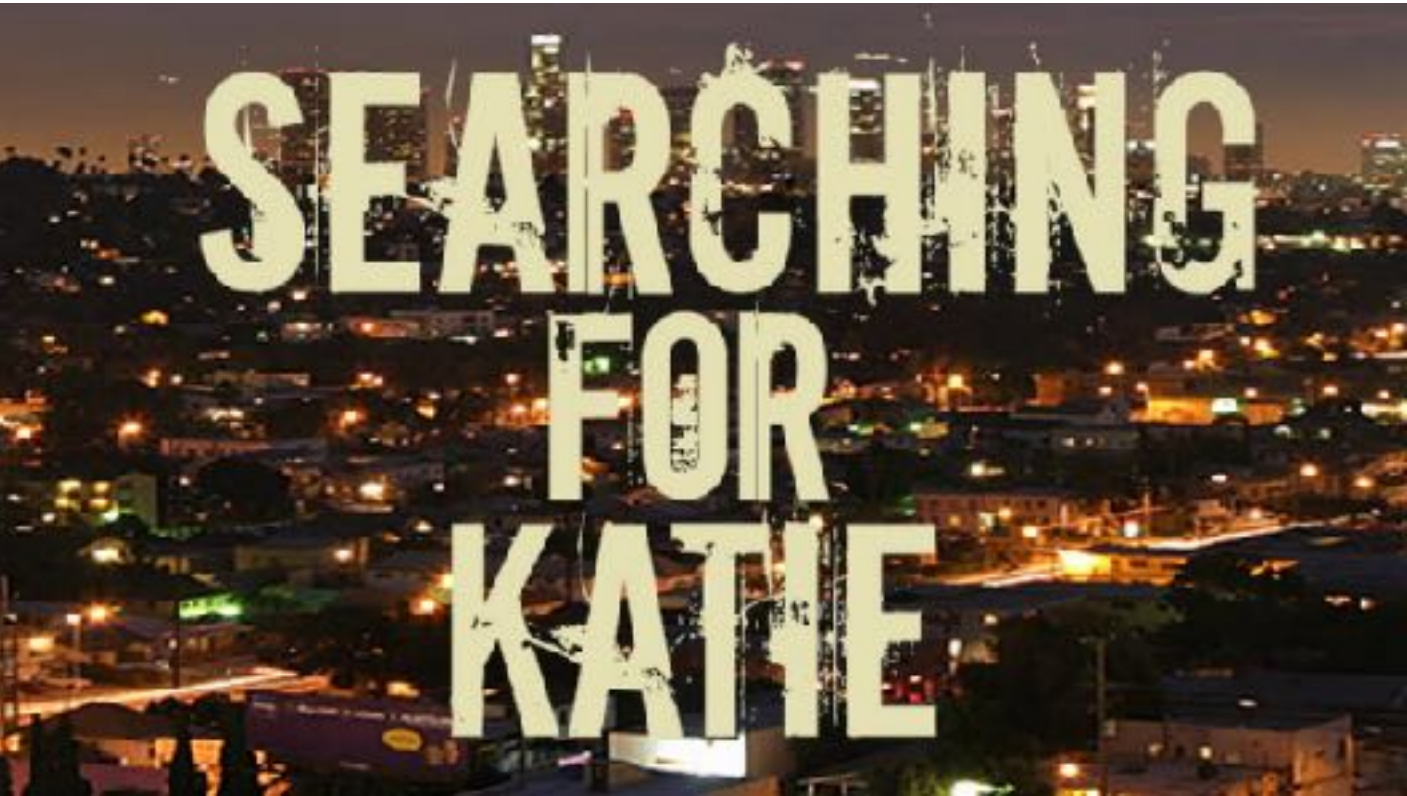
- **Deliverables:**
 - Launched GLIDE on Wattpad.com, leveraging its engaged community of readers.
 - Developed and implemented the “Green Sci-Fi” branding and marketing assets, including social media campaigns and visual content.
 - Coordinated outreach for national media coverage, securing features in prominent outlets like **Huffington Post**.
- **Platforms:**
 - **Wattpad:** Strategically partnered with the platform to promote the eBook, reaching millions of users.
 - **Media Outlets:** Secured features in mainstream publications to drive awareness and credibility.
 - **Social Media:** Deployed content across Instagram, Facebook, and Twitter/X to engage target audiences and generate buzz.

RESULTS & IMPACT

- Achieved **over 2.5 million reads on Wattpad** within three months of the eBook launch.
- Campaign gained **national exposure** with features in **Huffington Post** and other major outlets, positioning GLIDE as a leader in the “Green Sci-Fi” genre.
- Boosted author visibility and credibility within the science fiction community, fostering long-term engagement with the target audience.



FILM & SOCIAL MEDIA CAMPAIGN – SEARCHING FOR KATIE



Role: Writer, Director, Producer **Client:** Vimeo
Project Highlights:

- Concept:** A gripping docu-style thriller following Taryn’s investigation into the disappearance of a young woman and the chilling connections to an underground Los Angeles cult.
- Target Audience:** Fans of psychological thrillers, true crime documentaries, and investigative storytelling.
- Format:** A hybrid narrative blending traditional documentary elements, interviews with cult experts, and immersive digital storytelling techniques, including bonus video content and fan interactions.

RESULTS & IMPACT

- Viewer Engagement:** Garnered **200K views** on Vimeo within the first few months of release.
- Critical Acclaim:** Praised for its innovative blend of documentary authenticity and thriller storytelling.
- Audience Impact:** Sparked online discussions about cult dynamics and investigative journalism, encouraging repeat viewings to uncover hidden elements.

PROJECT OVERVIEW

- Objective:** Craft an engaging, thought-provoking thriller that blurs the lines between fact and fiction, challenging viewers to uncover the truth alongside the protagonist.
- Scope of Work:** Conceived and directed the film’s narrative structure, integrated expert interviews, and oversaw production of all visual elements to create a suspenseful and immersive viewing experience.

TEAM INVOLVEMENT

- Role:** Directed the film’s creative vision, blending scripted thriller elements with real-world interviews to craft a unique, immersive experience. Oversaw all production aspects, including narrative structure, casting, and post-production, ensuring a seamless blend of reality and fiction.



DOCU-STYLE MARKETING CAMPAIGN: CO BIGELOW



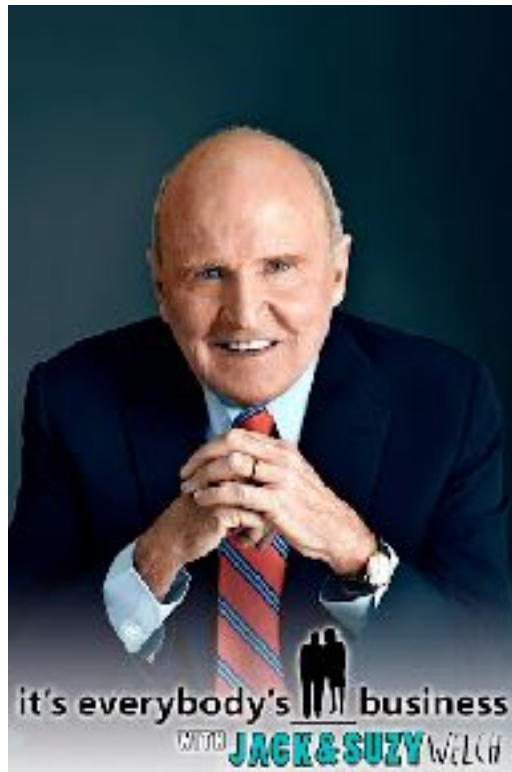
Role: Creative Director

Client: C.O. Bigelow | New York, NY

Project Highlights:

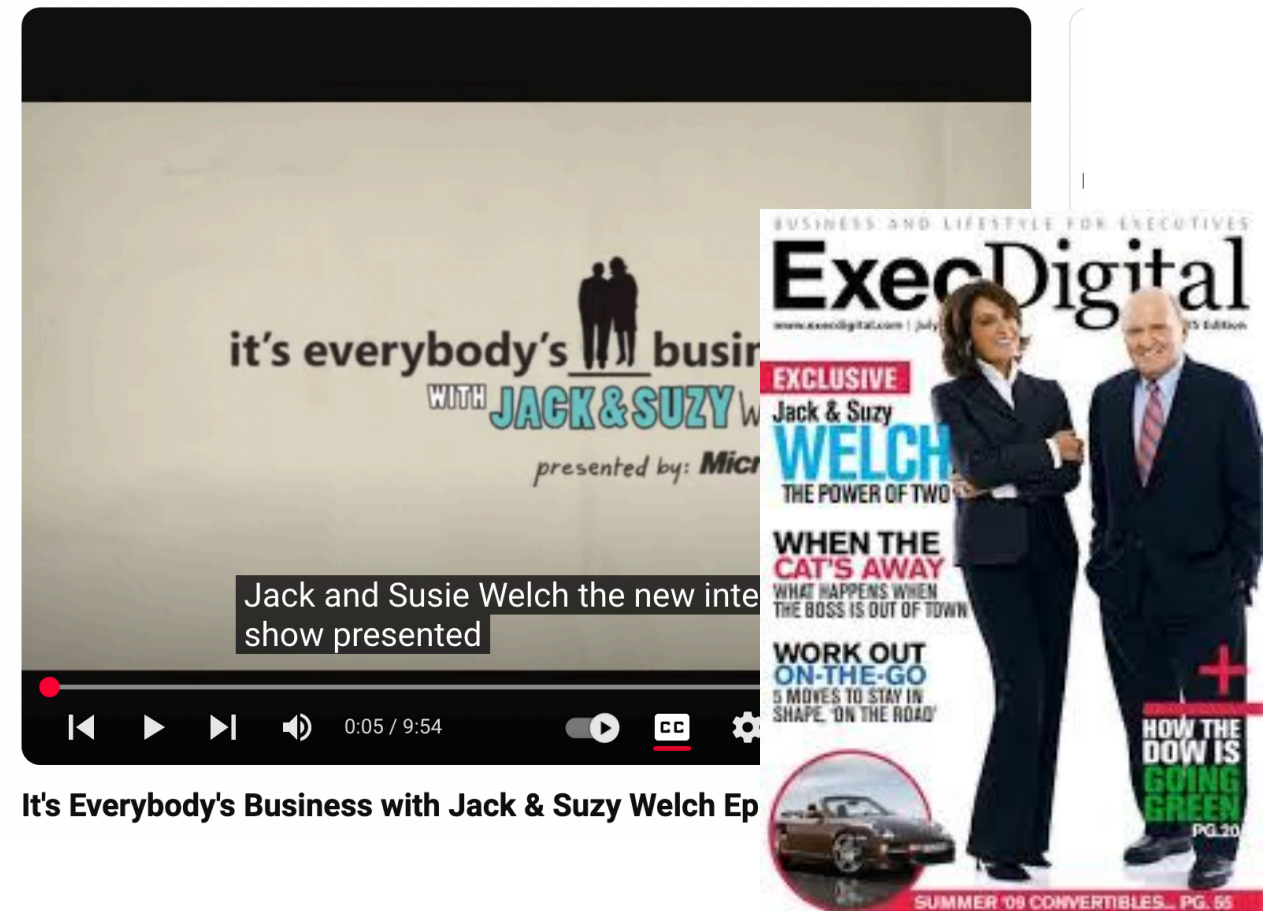
- **Concept:** Developed and directed a series of documentary-style marketing videos to authentically convey the heritage and craftsmanship of C.O. Bigelow, the oldest apothecary in America.
- **Target Audience:** Consumers seeking high-quality, authentic, and timeless skincare and wellness products.
- **Platforms:** Videos were showcased on the brand's website and across its social media channels, driving online engagement and reinforcing its legacy-driven brand identity.
- **Audience Engagement:** Increased website traffic by 25% and boosted social media impressions by 40% within the first month of launch.
- **Brand Perception:** Strengthened customer trust and loyalty by spotlighting the apothecary's authenticity and legacy.

TARGETED B2B TV CAMPAIGN: "IT'S EVERYBODY'S BUSINESS WITH JACK AND SUZY WELCH"



Premium

Search



Role: Production & Content Strategist

Client: Jack & Suzy Welch | Sponsored by Microsoft

Project Highlights:

- Concept: Former General Electric CEO Jack Welch and business journalist Suzy Welch challenge high-profile companies to solve pressing business problems in a high-stakes, results-oriented setting.
- Target Audience: Business-to-Business (B2B) professionals, particularly IT managers and decision-makers seeking actionable insights for leadership and innovation.
- Featured Companies: Episodes included Fortune 500 brands, such as Pepsi and Domino's Pizza.
- Branded Social Media Content: Produced a series of engaging social media videos featuring Jack and Suzy Welch to amplify campaign reach and provide additional value to the target audience.
- Audience Reach: Successfully engaged a targeted B2B audience, particularly IT managers, with measurable increases in brand awareness and lead generation for Microsoft.
- Social Media Impact: Branded videos featuring Jack and Suzy Welch achieved high engagement rates, driving significant traffic to the series.
- Thought Leadership: Enhanced Microsoft's positioning as a trusted partner for IT-driven business transformation.

SOCIAL MEDIA VIDEO CAMPAIGN: JACK WELCH MANAGEMENT INSTITUTE



Role: Creative Director

Client: Jack Welch Management Institute

Project Highlights:

- **Concept:** Developed and executed a comprehensive social media and video marketing campaign to launch the new **online MBA program** led by Jack and Suzy Welch.
- **Target Audience:** Aspiring MBA students, mid-career professionals, and business leaders seeking a flexible, high-quality graduate education.
- **Platforms:** Social media channels (LinkedIn, Facebook, Twitter/X, Instagram) and video distribution platforms.

PROJECT OVERVIEW

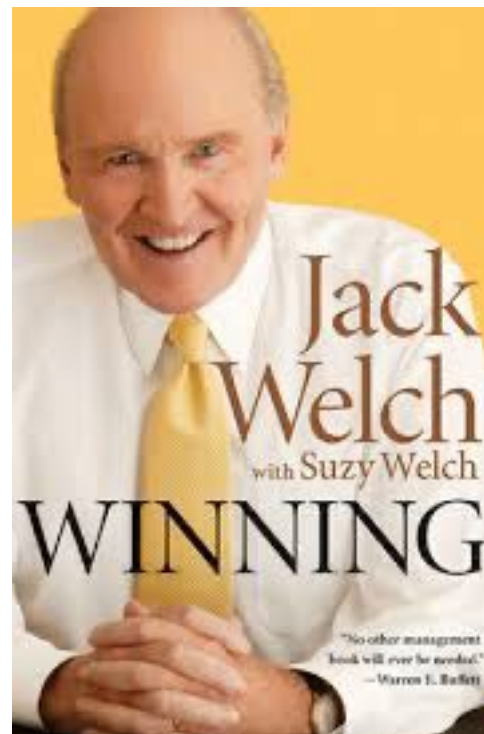
- **Objective:** Drive awareness and enrollment for the newly launched **Jack Welch MBA Program** by creating engaging, high-quality content that highlighted the program's unique approach to leadership and business education.
- **Scope of Work:** Conceptualized and produced social media posts, promotional videos, and marketing content in close collaboration with Jack and Suzy Welch to ensure alignment with the brand's voice and values.

CREATIVE STRATEGY

- **Key Message:** The Jack Welch MBA Program empowers students to become exceptional leaders by learning from proven business strategies and real-world insights.
- **Creative Approach:** Designed content to showcase the program's innovative curriculum, leadership focus, and real-world applicability. Leveraged Jack and Suzy Welch's dynamic personalities and expertise to create relatable and inspiring narratives.
- **Tone and Style:** Professional yet approachable, emphasizing leadership, innovation, and practical application.



nextnewnetworks



SOCIAL MEDIA VIDEO CAMPAIGN: JACK WELCH MANAGEMENT INSTITUTE



EXECUTION

- **Deliverables:**
 - **Social Media Campaigns:** Created a series of posts featuring testimonials, behind-the-scenes insights, and key program highlights tailored for LinkedIn, Facebook, Instagram, and Twitter/X.
 - **Video Content:** Produced engaging promotional videos, including interviews with Jack and Suzy Welch, student testimonials, and animated explainer content.
 - **Marketing Content:** Developed high-impact video ads, email marketing visuals, and digital assets for targeted ad campaigns.

RESULTS & IMPACT

- **Audience Reach:** Increased social media engagement by **50%** across platforms during the campaign.
- **Enrollment Impact:** Directly contributed to a significant boost in MBA program applications during the launch period.
- **Brand Visibility:** Strengthened the Jack Welch Management Institute's presence in the competitive online education space.
- **Client Feedback:** Praised by Jack and Suzy Welch for delivering content that effectively captured their vision and resonated with their audience.

TEAM INVOLVEMENT

- **Role:** Directed all creative and strategic aspects of the campaign, ensuring alignment with the JWMI brand. Collaborated directly with Jack and Suzy Welch to produce authentic and impactful content that showcased the value of the MBA program.

SCREENWRITING – WGA 2001

SCREENPLAYS SOLD

- ▶ "WestMan" – DahlHouse - Rick and John Dahl (Yellowstone Director) attached to co-write and direct.
- ▶ "Untitled Scripted TV Thriller" – Developed with PewdiPie and Makers / Disney Studio
- ▶ "The Holiday Club" - FOX Studio, and Chernin Group.
- ▶ Partnered with Haxan Films (producers/directors of The Blair Witch Project - Ed Sanchez) to create cross-platform horror films.
- ▶ "When Good Pets Go Bad" – MGM Studio
- ▶ "Mardi Gras" - MGM Studio
- ▶ "Bad Moon Rising" – Haxan Production / MGM Studio
- ▶ "California Monks" – FOX ASIA / Fortune Star
- ▶ "Blood Moon" – FOX ASIA / Fortune Star
- ▶ "Grey Room" – Gale Ann Hurd
- ▶ "The American" – APG / Canal+ Studio / Thousand Words

