



ZILVER SCHMITZ

DIRECTOR / CREATOR / STORYTELLER

INFO@ZILVERSCHMITZ.NL



Technology is making video less human every day.

AI-generated content floods every feed. Ads look polished but feel empty.

But people crave the opposite. They want to feel something real. Stories that make them pause, feel and remember.

That's where I come in.

I help brands find and tell the stories that already live inside them. Told with honesty and emotion, each film connects with both the heart and the mind. Something people feel. Something they want to save. To share. That connection is what defines my work and my community.

People follow because the stories feel real, online and at events where hundreds come together to share creativity and emotion.





ORIGIN

My father struggled with his mental health and passed away when I was very young. The only way I could still see him, still feel him, was through the photos and videos my mother and I had made together.

That was when I realized how powerful images can be. They hold emotion, memory and connection.

Over time, film became my way to process life.

To understand, to express and to heal.

Creating helped me make sense of moments I couldn't put into words.

That is still what drives me today.

I want others to feel the power of storytelling to connect, to find comfort and to be moved long after the screen fades to black.

CLIENT: SOFI
ROLE: DIRECTOR
FORMAT: BRANDFILM





HOW WE CAN
WORK TOGETHER

Work with me as creator, director or filmmaker.
On short-form social content, long-form campaigns,
or both.

Whether it's a 30-second Reel or a cinematic brand
film, every project starts with emotion.

Each frame is designed to make people pause,
reflect and connect.

For brands, that means content that feels
authentic and leaves a lasting impression.”



CLIENT: UPFRONT
ROLE: DIRECTOR
FORMAT: BRANDFILM



CLIENT: UPFRONT
ROLE: DIRECTOR
FORMAT: CAMPAIGN FILM



CLIENT: TWISTIES
ROLE: DIRECTOR
FORMAT: SHORT DOCUMENTARY



CLIENT: UPFRONT
ROLE: DIRECTOR
FORMAT: BRANDFILM



CLIENT: BUGATTI
ROLE: DIRECTOR
FORMAT: CAMPAIGN FILM

UPFRONT

FORMAT: BRAND FILM PLATFORM: INSTAGRAM
ROLE: DIRECTOR VIEWS: 220K

Zilver worked in-house within Upfront's marketing and videoteam for a month, training and supporting them across a number of productions.

Beyond this role as a coach, he also got the chance to translate the brand's philosophy into a cinematic brand film, fully in his own style.

"Where others create results from chaos, Zilver creates results from calm."

"He knows how to keep the artistic intact, while still reaching a wide audience. That's a rare quality."

"The cinematic video he made shifted brand perception: from a discount-driven campaign to something with deeper value."

Harro Schwencke
Founder



SONY

FORMAT: PERSONAL FILM
ROLE: CREATOR

PLATFORM: YOUTUBE
VIEWS: 50K

As Sony's European Imaging Ambassador, Zilver creates all of his work with Sony's FX line. One of these projects, "How To Be Happy," is a personal video in which Zilver shares the steps that helped him climb out of a difficult period in his life.

The video reached more than 50,000 people on YouTube, and the comments showed just how deeply viewers were moved by his story.

"Zilver always starts from the story and the emotion, not the product. That's what makes his content feel authentic instead of commercial."

"He proves that reach and quality don't have to be a trade-off."

*Jaimy de Hon
Head of B2B Digital Imaging*





FORMAT: CAMPAIGN FILM PLATFORM: INSTAGRAM & YOUTUBE
ROLE: DIRECTOR VIEWS: 1,6M

Commissioned by Audi Netherlands, Zilver created a four-part campaign highlighting the partnership between Audi and star chefs from Les Patrons Cuisiniers.

Zilver told a personal stories, capturing genuine emotion through cinematic visuals. The campaign showed that a brand story can be authentic and beautifully shot at the same time.

"When working with Zilver there's no chain of people and no information lost along the way, just one person who understands the brand from brief to delivery."

"Zilver doesn't wait for direction. He comes to us with ideas we wouldn't have had the headspace for ourselves."

"We got the production value of a big agency, on the budget of a small one."

*Jashlin van Niftrik
Brand Communication Marketeer*





FORMAT: SOCIAL CAMPAIGN PLATFORM: INSTAGRAM
ROLE: CREATOR VIEWS: 2.5M

In collaboration with @visualsofroy, Zilver created cinematic travel stories that captured Ireland's natural beauty in his own style.

Zilver his content reached more than 5 million views and received over 500 comments from people emotionally connected to the story. The campaign built authentic curiosity and love for the destination.

"The content Zilver made reads like a documentary, not an ad, and that's exactly where its power lies."

"Our Dutch campaign outperformed Germany, the UK, and every other European market."

*Dewi van de Wal
Marketing & PR Manager*



AUDIENCE & PERFORMANCE

@ZILVERSCHMITZ 25.400 Followers 100.000 Avg. views 60% Engagement rate 40% CTR High watch time and retention	@ZILVERSCHMITZ 80.500 Followers 100.000 Avg. views 60% Engagement rate 40% CTR Strong interaction and saves	@ZILVERSCHMITZ 10.000 Followers 100.000 Avg. views 60% Engagement rate 40% CTR Fast growth and strong share ratio
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Top audience locations: [Top 3 cities / countries]
Audience type: Creative, reflective, value-driven individuals
Main age range: 18-34



COMMUNITY IMPACT

My audience isn't just online.
They show up in real life.

I regularly host community events where
hundreds of people come together to share
creativity and emotion.

These moments show the trust behind my
work.

They prove how deeply people connect when
stories feel real.

That same energy is what brands
experience when we create together.





“Darkness doesn't hide the light.
It reveals it.”