

# CHAN C. SMITH

CONTENT PRODUCER | FILMMAKER | VISUAL STORYTELLER

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## MULTI-PLATFORM VISUAL CONTENT PRODUCER

Content Strategy | Creative Direction | Concept Development | Visual Storytelling

Platforms: Social, Digital, Editorial, Broadcast

**Creative, strategic visual storyteller looking to produce quality content that informs and impacts target audiences. Known for cultivating the essence of humanity and intersectional existence through compelling images and story development.**

*Strengths:* Directing, Cinematography, Photography, Editing, Producing, Audio Mixing, Color Correction, Lighting Design, Storyboarding

*Equipment/Software:* Adobe Premiere CC 2019, Adobe After Effects, Adobe Photoshop, Adobe Lightroom, Adobe Audition, Knowledgeable of several camera operations and formatting

*Accomplishments:* Young Women's Professional League 40 Under 40 Inductee for 2019, Official Selection for the Black Harvest Film Festival 2017, 2018, and 2019

## PROFESSIONAL EXPERIENCE

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| 2019 to Present | <p>Marketing Manager/Gear Tech, <b><i>Magnanimous Media</i></b></p> <ul style="list-style-type: none"><li>• Analyzing audience engagement across multiple social media platforms.</li><li>• Creating and sharing content for the purpose of increasing audience retention and interaction.</li><li>• Determining the functionality of rental camera equipment, checking for damage and inconsistencies, and compatibility with other equipment.</li><li>• Following effective guidelines and providing solutions for renters based on their specific needs.</li><li>• Having a wide knowledge base of various types of equipment including camera, lighting, grip and electric, and lenses</li></ul>   |
| 2018 to Present | <p>Producer, <b><i>Kiliad Films LLC</i></b></p> <ul style="list-style-type: none"><li>• Producing narrative, documentary and branded content for prospective clients specific to visual marketing, editorial and promotional content, and short and feature length films.</li><li>• Developing project logistics, from the initial inception phase to final deliverables</li><li>• Managing a small team of independent contractors, as needed, for large scale productions</li><li>• Overlooking the visual aesthetic of each project to insure and create an impact with target audiences</li></ul>  |
| 2015 to 2017    | <p>Multimedia Content Producer, <b><i>Johnson Publishing Company/EBONY Media Operations</i></b></p> <ul style="list-style-type: none"><li>• Created daily visual content for the EBONY and JET magazines digital editorial and social media platforms</li><li>• Directed and produced limited series content for web such as <u>Fast Forward</u>, <u>Top Coat</u>, <u>Jet Suite</u>, <u>In Our Cities</u>, <u>In My Lifetime</u></li><li>• Managed content from contracted video producers and filmmakers globally.</li><li>• Wrote and published daily editorial web content</li><li>• Managed video hosting platforms such as Brightcove and YouTube</li><li>• Increased overall audience retention for video content across all platforms for the EBONY and JET brands, reaching up to <u>2.4M views</u>, including viral content</li><li>• Partnered with brands such as <u>Vagisil</u>, <u>AAFCO</u> and <u>Nationwide Financial Services</u> to produce digital advertorial content</li><li>• Captured behind the scenes footage and print images of magazine cover shoots such as <u>Ebony's Power 100</u> cover stars <u>Ava DuVernay</u>, <u>Nas</u>, <u>John Legend</u> and <u>Simone Biles</u>, <u>Kevin Hart</u>, <u>Russell Westbrook</u>, <u>Chance The Rapper</u>, and <u>Jurnee Smollett-Bell</u>.</li></ul> |

## ADDITIONAL PRODUCTION EXPERIENCE

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2019	B Camera Operator, "untitled" Mary J. Blige Documentary, Amazon Studios
	Camera Operator, Surviving R. Kelly Part II: The Reckoning, Bunim/Murray Productions
	DP, Sex Is A God Thing, web series
	Director/Producer, KQED Arts, <u>If Cities Could Dance: Chicago</u>
	DP/Editor, <u>Black Feminist</u> documentary
2018	Director, Demons, short film
	Director/DP/Editor, Behind the Silence, short film
2017	Director/Writer/Executive Producer, FEAR, short film
2014 to 2015	DP/Editor, Unique Outlook
2014	DP/Editor, JET Magazine

## EDUCATION, AFFILIATIONS

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**Education:** Bachelor of Arts in Communication and Media Studies,  
Minor in Broadcast Journalism, Northern Illinois University 2009

**Affiliations:** Young Women's Professional League Inductee November 2019

Far'Fallah Girl, Board Member Jan 2015

S.I.S.T.E.R.S. Organization, Northern Illinois University March 2008