

ROB SMART
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SUMMARY

Media Specialist with extensive creative and management background. Built a track record for tackling complex programming and production issues, achieving innovative solutions and positive results. Gained a deep understanding of the television and digital production process. Wrote effective copy for a variety of mediums. Exceptional team building and mentoring skills that improve profitability.

EXPERIENCE

Senior Multimedia Producer, *Brighton Agency*

- Produce and script video content for clients including *Monsanto, Mars Petcare, HD Supply Waterworks, etc.*
- Write branded copy over various mediums
- Coordinate and direct talent in the field
- Book and interview subjects on-camera

Account Manager, *Ready + Willing, Inc.* (2014)

- Manage the creation of new marketing materials to build awareness and attract funding for the non-profit organization *KEEN St. Louis*
- Coordinate and direct photo shoot
- Copyedit brochure, creative brief, and social media strategy materials
- Direct liaison between creatives and the client

Television Showrunner (2009 – 2014)

- Create and execute the vision of major television series, budgeted up to \$2.5 million including: *Underground BBQ Challenge* (Travel Channel), *Parole Diaries* (TV One), and *Behind Bars* (Discovery)
- Responsible for the day-to-day operations of entire production
- Hire and manage a team of 40+ including producers, editors, production crew, and support staff
- Budget, establish, and manage workflow for series pre-production, field, and post-production
- Write and copyedit scripts
- Direct liaison between production company and the client who are the network executives

Supervising Story Producer (2013)

- Review footage for six episodes of travelogue show, *Alternate Route* (Esquire Network)
- Provide creative and logistical guidance to the field team, improving story and coverage
- Edit together rough scenes on Avid for editors to polish and refine
- Write placeholder narration

Web Producer/Editor (2010 – 2011)

- Produce two web-series for *The Onion's* pop culture website, *The A.V. Club* (www.avclub.com)
- Hire and manage crew and graphics team
- Write, direct, and edit 26 webisodes on Final Cut
- Compile film and television archive

Coordinating Producer (2010)

- Development for *Great Lake Warriors* (The History Channel)
- Produce casting reels
- B-Unit Producer responsible for directing field shoots
- Edit together rough scenes on Avid

Writer/Producer (2007 – 2009)

- Write, produce, and manage budgets of several reality/documentary television programs: *Gangland* (History Channel), *Runaways* (MSNBC), and *Perilous Journeys* (Nat Geo)
- Book and interview subjects on camera
- Coordinate and direct talent in the field
- Manage editing team through post-production of series
- Provide network with promotional content

HD Camera Operator (2006 – 2007)

- Shoot multiple concerts (*Band of Horses*, *The National*, *Girl Talk*, etc.) for www.pitchfork.com
- Shoot Conan O'Brien interview for comedy series *Sports Action Team* (NBC)

Associate Producer (2004 – 2006)

- Story research
- Coordinate travel
- Oversee props, talent, and crew for re-enactments
- Collect and organize all materials from national footage/photo sources
- Fact check script

Post-Production Assistant, *Ogilvy & Mather, Chicago* (2002 – 2004)

- Edit casting and sample reels for national ad campaigns

Stage Manager, *The Jerry Springer Show* (2001 – 2002)

- Cue Jerry Springer and guests from backstage
- Liaison between Director and crew
- Crowd control

Internship Coordinator, *The Jerry Springer Show* (1999 – 2001)

- Hire and train all interns
- Develop relationships with universities and colleges across the nation

EDUCATION

University of Iowa

Bachelor of Arts - Communications - Film/Television Production

***University of Iowa Dean's List**

*** REFERENCES AVAILABLE UPON REQUEST**