

# STEVEN CRAIG SMITH

DIRECTOR | DIRECTOR OF PHOTOGRAPHY | EDITOR

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## SOCIAL



LINKEDIN  
/stevencraigsmith



VIMEO  
/stevensmith



INSTAGRAM  
/stevencraigsmith

## SKILLS

- Video Production
- Cinematography
- Editing
- Project Management
- Creative Producing
- Narrative Storytelling
- Color
- Photography
- Budgets
- Project Bidding
- Creative Concepting
- Scripting
- Social Media Mgmt.
- Leadership

## TECHNICAL KNOWLEDGE



Blackmagicdesign



## EDUCATION



Bachelor of Arts in Communications:

Advertising Emphasis - Creative Track

Brigham Young University - Provo

Major GPA: 3.72

Expected Grad June 2020

## WORK EXPERIENCE

### Head of Production & Video Director

Y Digital | Sep 2017 - Present | Utah

- Oversees the pre-production, production, and post-production for video advertisements and brand-ed content.
- Directed and led the production for the Whooshfly campaign. Winner of the 2018 Golden Spike Award for "Best Social Media Campaign: For Profit" with a 35x ROAS.
- Leads advanced video production workshops for employees who are interested in learning the production process, camera skills, and lighting setups.

### Content Creator

BYU AdLab | Sep 2017 - Present | Utah

- Director, DoP, and Editor on various agency projects.
- Pitched creative campaigns to clients
- Let commercial productions from initial concept to final deliverable(s)
  - Wrote, directed, shot, and edited spec TV commercials
  - Led crews of 5 - 40+ people
  - Created detailed budgets and equipment orders
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- Works with account and creative for the production of video content

### Creative Intern

Publicis Worldwide | May 2017 - Jul 2017 | Hong Kong

- Used video production skills in conjunction with the creative team to pitch concepts to real clients.
- Participated in the planning, pitching, and creative execution for multiple campaigns such as AXA Critical Illness Insurance, Citibank, and Di Di.
- Assisted the post production process for the Citibank Awareness campaign.

### Social Media Marketing Intern

Marriott International | May 2016 - Jun 2016 | Hong Kong

- Helped the Ritz-Carlton company introduce a social media policy change so that F&B outlets could set up individual social media accounts.
- Directed, shot, and edited multiple photoshoots for the Ritz Carlton and JW Marriott Hong Kong.
- Assisted with social review trainings for the Marriott properties in Korea.
- Assisted with the field testing of the Hyper engagement platform in the Ritz Carlton Hong Kong.

### Marketing Intern

Marriott International | Jun 2015 - Aug 2015 | Hong Kong

- Wrote, filmed, and edited a short film for the JW Marriott Hong Kong, which was posted on the company website and social media channels.
- Assisted the advertising team with an on-location photo shoot of the JW Marriott Shenzhen Bao'an.

## AWARDS & ACCOMPLISHMENTS



- AAF Silver Award for Cinematography / Strava - No Other Way / 2019
- Young Ones ADC / Film Craft / Commemo - Thanks For Always Being There / 2019
- Young Ones ADC / Branded Content / Paper Mate - Everyone Needs A Mate / 2019