

# Sara Christine Smith

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## SUMMARY

Experienced producer in the marketing and advertising industry with vast experience in video production, multimedia, and event management across variable industries.

## SKILLS

- Administrative duties
- Concept development
- Develop marketing plans
- Manage budgets
- Project management
- Research
- Schedule coordination
- Self-motivated
- Strong attention to detail
- Written and communication skills
- Microsoft Office Suite
- Adobe Creative Suite
- Final Cut Pro
- Video editing
- Media asset management

## EVENT & VIDEO PRODUCTION WORK

[www.vimeo.com/saracsmith](http://www.vimeo.com/saracsmith)

## EXPERIENCE

### PRODUCER

**Freelance** – Atlanta, GA

2019 to Present

**The XD Agency** – Atlanta, GA

2013 to 2019

- Produce all aspects of experiential events, shows and hyper-focused on video production.
- Responsible for creating and maintaining budgets to ensure financial goals are met.
- Collaborate and support the production team with activation plans, budgeting, event execution, recapping, and reconciliation.
- Collaborate with creative teams on presentations and speaker support to ensure creative visions are met.
- Write and/or manage creative briefs, presentations, run of show, video scripts and more.
- Hire and manage vendors, show crew, and staff.
- Direct shows onsite and work directly with clients, talent, and speakers.
- Manage show AV production and graphics.
- Manage video and photography pre-production, on-site, and post events, and shows.
- Edit video for events and post events.
- Manage and coordinate shooting schedules, shot lists, talent, crew and post-production for all video projects.
- Successful producing client internal and external video for training and educating employees on marketing and sales, products, and facilities.
- Successful producing client videos for new product launches increasing sales throughout North America.

### MULTIMEDIA PRODUCER

2011 to 2013

**Southwest Airlines** – Dallas, TX

- Responsible for creating media with the video production team in the Training Department.
- Write, direct, and produce various videos for Inflight Training.
- Research and pre- production including scripts, storyboards, and filming locations.
- Plan framing, composition, camera movement, sound, and actor movement for each shot or scene.
- Assemble studio sets and arrange cameras, audio, and lighting equipment for filming.
- Operate computer editing systems and design software.
- Plan, develop and maintain Inflight Training website.
- Develop and collaborate various internal communications with Cabin Services Communications department.

## **FLIGHT ATTENDANT**

2008 to 2011

**AirTran Airways** – Atlanta, GA

- Ensure the safety of all passengers on the aircraft.
- Announce and demonstrate safety and emergency procedures.
- Verify first aid kits and other emergency equipment are operational.
- Direct and assist passengers during an emergency.
- Administer first aid to passengers during an emergency.
- Determine special assistance for passengers such as small children, the elderly, or disabled persons.
- Greet and assist passengers entering and/or leaving the aircraft.

## **MULTIMEDIA INTERN**

2007

**Paste Magazine** – Decatur, GA

- Assemble production sets, and operate audio/visual equipment for recording live musical performances and interviews for the magazine's website.
- Acquire, catalog, and maintain collections of audiovisual material such as video and audiotape, photographs, and other medias.
- Develop concepts and incorporate into outlines, scripts, storyboards, and graphics.
- Edit video for broadcast productions, including non-linear editing.
- Work closely with the marketing department to advertise video podcasts and online media.

## **EDUCATION**

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**Bachelor of Arts, Film & Video**

**Georgia State University** – Atlanta, GA

## **AWARDS**

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- Mercedes Benz Best Training Video; Charleston Plant Video: 2019 Grand Stevie Award Gold – Producer
- Mercedes-Benz Best Education Event; Mercedes-Benz Sprinter Launch: 2019 Grand Stevie Award – Producer
- TradeRev Movemetal Campaign Brand Experience of the Year: 2019 Grand Stevie Award – Producer