

SAM CROWELL

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**Work Experience**

Video Producer, **Human Rights Campaign**, Washington D.C.

February 2023—Present

- Plan, coordinate, develop, produce, shoot, and edit video projects in tandem with internal and external stakeholders to capture HRC's mission of LGBTQ+ equality without exception in a variety of video styles for HRC's millions of social media followers.
- Develop, produce, and edit short-form documentaries sharing the real-life experiences of LGBTQ+ people in America today.
- Script, film, and edit breaking news rapid response videos in collaboration with HRC's political communications team for HRC's social media platforms.
- Collaborate across departments to create social media campaigns and rollouts with video content to engage specific audiences for optimal interaction with HRC and its provided services to the LGBTQ+ community and its allies.
- Capture live coverage of rallies, HRC events, and Pride events to add to HRC's extensive archive for use in HRC videos.
- Direct internal and external guests on panel and town hall live streams, hosted on Restream, for HRC's social media platforms.
- Utilize the Adobe Suite to edit, reformat, and caption over 400 videos to date, garnering millions of views across HRC's social media platforms.
- Train and manage video interns on HRC's brand expectations and style to empower and give them the skills to take over video editing projects..

Associate Video Producer, **Human Rights Campaign**, Washington D.C.

Feb. 2022—Feb. 2023

- Planned, coordinated, developed, produced, shot, and edited video projects in tandem with internal and external stakeholders to capture HRC's mission of LGBTQ+ equality without exception in a variety of video styles for HRC's millions of social media followers.
- Managed the organization of the HRC studio and professional gear for ease of use when preparing for studio and field shoots and assisted in the construction of in-house and external video shoots.
- Captured live coverage in the field such as rallies, HRC events, and Pride events to add to HRC's extensive footage archive.
- Directed internal and external guests on panel and town hall live streams, hosted on Restream, for HRC's social media platforms.
- Post-production management of footage, projects and external drives from HRC producer/editors and external cinematographers and editors.
- Executed weekly reporting on video views across all platforms for data analysis to inform future social media and video strategies.
- Collaborated with the finance and legal departments to execute contracts, invoices, and check requests in a timely manner.
- Initiated the standardization of video requests from outside departments to ensure an organized and streamlined process for videos from conceptualization to rollout.

Producer & Story Consultant, **Freelance**

Feb. 2021—Feb.y 2022

- Revised long and short form film and television screenplays to develop impactful narratives for social change.
- Assisted on the creation and development of Pitch Decks for various television and film projects to ensure cohesive project identities and maximize project viability in the pitch process.
- Developed a fundraising plan for an independent trilogy of short films located in Ireland, the UK, and U.S.

- Associate Story Producer, **The Shift Productions, LLC**, Los Angeles, CA, [Remote] April 2021—February 2022
- Selected usable bites from user-submitted content to be placed in The Shift
  - Wellness Rally show-flow for proper narrative structure.
  - Curated stock-footage and B-roll into an extensive categorized library.
  - Created a 2-minute sizzle reel showcasing the many stories and expert advice on youth mental health from the LA premiere episode.
  - Reconstructed a 1-hour youth mental health roundtable discussion into a series of themed, 1-minute episodes for social media rollout and series promotion.
- Producer Trainee, **Beam In Studios**, Los Angeles, CA, [Remote] August 2020—February 2021
- Researched and examined the social impact content landscape in the entertainment industry.
  - Provided coverage, creative notes, creative direction, and visually adaptable narratives from submitted scripts, novels, and concepts.
  - Revised and created pitch decks to present to clientele and investors.
  - Drafted show flows for emerging media structures with accompanying creative content and budget outlines.
- Development Intern, **Josephson Entertainment**, Los Angeles, CA May 2019—July 2019
- Provided coverage for submitted television pilot scripts, film scripts, and novels for screen adaptation.
  - Created meaningful connections with film and tv executives.
  - Answered incoming calls and directed them to the correct executive.
- Executive Producer of Marketing and Distribution, “The Rebound,” **Evergrain Studios**, Charlottesville, VA May 2018—October 2018
- Created content strategies to promote the Fall 2018 release of the documentary.
  - Scheduled and released content created for clients in a timely rollout of media.
  - Worked closely with the Producer and Director to create working relationships with clients for future content projects.

### **Technical Profile**

- Hardware: Sony FS7, Canon C300, soft box lighting, LED panels, studio grid lighting, LED multi-color tube lighting, fluid head tripods, wireless lavaliers, shotgun microphones
- Software: Adobe Premiere, Adobe After Effects, Adobe Photoshop, Adobe Audition, Final Cut Pro X, Canva, Restream, Gmail Suite, Outlook Suite, Microsoft Word, Microsoft Excel

### **Education**

- National University of Ireland Galway, Galway, Ireland** August 2021
- Master of Arts, Public Advocacy and Activism, Huston School of Film
- Dissertation: Socio-Cultural Educational Neo-Entertainment (SCENE): The Creation and Implementation of Specially Curated Educational Entertainment in United States K-12 Schools
- University of Texas at Austin, Austin, TX** May 2020
- Bachelor of Science, Radio-Television-Film, Moody College of Communications

### **Awards**

- 2023 Silver W3 Award** General Video Activism
- “Pride is More Than a Parade”