
LOREN SMALL

EXPERIENCE

INDEPENDENT CONTRACTOR – 2003-PRESENT

Work with various clients to produce films, television programs, training resources, instructional videos, DVD's, music videos, print and video marketing materials, websites, social media marketing campaigns, and other digital content. Major clients include Modern Hymnal, ProMusic Academy, Five Points ICT, Takoma Regional Hospital, Bent Tree Bible Fellowship, Holston United Methodist Home for Children, Vanderbilt University School of Nursing, The Lincoln Project, The Worship Network, Southern Adventist University, SDA Center for Youth Evangelism, A Different View Attraction Consultants, and The National Park Service.

PRODUCTION AND PROGRAMMING MANAGER, BLAB TV – 2016-2017

Oversaw all details required in studio and field production of programming, commercials, web-based content, and promos. Supervised all employees in production department. Directed, technical directed, ran audio, and operated cameras on studio productions. Operated equipment used in studio and field productions. Oversaw productions to completion and met deadlines. Oversaw the hiring, firing, managing, and training of employees. Coordinated production and programming activities with the general manager, sales manager and sales team. Worked with the general manager to improve the production values of the station's entire on-air look. Worked closely with engineering to ensure all equipment was properly maintained. Worked with the general manager to budget and track production and programming expenditures. Worked independently to develop and manage projects, and aggressively met timelines and related budgets. Oversaw company website and social media, and implemented new initiatives to grow online audience. Created social media campaigns and tracked and reported analytics to measure success. Implemented live video streaming of 24/7 channel and other media on social media and website.

MULTIMEDIA DEPARTMENT MANAGER, COMPASS MEDIA – 2015-2016

Supervised the Multimedia Team and contractors. Met with clients to determine production needs. Developed, wrote, and produced high-quality original video content for clients and internal use. Worked with digital team to develop a hyper-local web portal and social media strategy, and developed new initiatives and programs in conjunction with and to support other departments. Worked on multiple marketing projects for clients, including video development for web and social, social media strategy, company voice development and brand consistency, social advertising and online contests, and analytics measurement to gauge success. Managed studio, equipment, and department operations, including a 24-hour television channel in the local market, and implemented online streaming of television broadcast.

CREATIVE VIDEO DIRECTOR, SEYMOUR TV – 2014-2015

Designed production studio space and oversaw purchase of equipment. Developed a marketing campaign for SeymourTV that included a brand style sheet, two new websites, videos, social media strategy, and future marketing strategy. Developed a marketing campaign for SCHOOLinSITES that included a custom website build, new promotional videos, a print promotional booklet, and a future marketing strategy. Created plans for career tech training for students through SeymourTV. Developed content ideas for SeymourTV programming.

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EXPERIENCE, CONTINUED

VIDEO PRODUCER, BENT TREE BIBLE FELLOWSHIP – 2013-2014

3,000+ member church in Texas. Created original video content for Sunday services, special events, and associated ministries. Oversaw post-production process for all major events and special projects. Built and managed a volunteer team of videographers, story artists, and editors to assist in creating original content. Contributed to development of *experience Life media*, a digital Christian resource media company created by Bent Tree. Managed video integration for website, social media, and mobile app. Helped implement robust remote internet streaming system. Video producer for live productions, including Sunday services and special events.

PRODUCER/DIRECTOR/EDITOR, WAR IN HEAVEN, WAR ON EARTH – 2012-2014

War In Heaven, War On Earth is a full length documentary feature film that explores the converging experiences of a nation at war and the formation of the Seventh-day Adventist Church, a religious group who found themselves wrestling with the questions of conscientious objection, the spectre of slavery, and the myriad social and political issues of the time. As the Civil War engulfed America, the issues of faith and duty to country clashed as conflict threatened to divide both nation and church.

VIDEO PRODUCER/SENIOR EDITOR, THE WORSHIP NETWORK – 2004-2009

Oversaw post-production for a production company and television network that operated a digital television channel in 54 television markets as part of ION's digital programming lineup, and provided content for 35 foreign affiliates. Produced or edited 29 Telly award winning projects. Coordinated a team of 3-5 editors for projects. Produced/wrote/edited original programming and advertising for national broadcast. Oversaw quality control of all original broadcast content. Authored DVD products. Implemented and oversaw project archiving strategy. Advised on website development and managed integration of web assets and video content from television channel. Assisted in developing original social media pages. Designed website elements and digital content, and created layouts and tracking for email newsletters. Led editing team through major projects, including format change from standard definition to high definition, digitization and cataloguing of large video stock nature image catalogue, and the expansion of programming into online streaming, IPTV, and video on demand systems. Performed various crew duties on productions.

VIDEO PRODUCER/WEB DEVELOPER

SOUTHERN ADVENTIST UNIVERSITY – 2001-2004

Worked with Blackboard CMS to create digital classroom content. Produced advertising videos for web and DVD. Produced streaming and on-demand video content for online courses. Developed interactive video internet learning programs. Assisted faculty with integrating course material into CMS. Provided technical support for students and faculty for e-learning system.

MARKETING COORDINATOR/TECH DIRECTOR

BROADVIEW ACADEMY – 1998-2000

Created website. Designed print and web marketing materials. Planned live events to attract new students. Created a marketing campaign that increased enrollment by over 10%. Worked with program directors to design lighting and audio for live productions. Operated audio/video/lighting equipment for live events.

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EDUCATION

SOUTHERN ADVENTIST UNIVERSITY, COLLEGEDALE, TN
BACHELOR OF SCIENCE IN FILM PRODUCTION, 2004

SKILLS

Over 18 years of production, broadcast, and marketing experience. Strong interpersonal communication and collaborative skills, including team leadership, departmental management, and end-to-end project management. Extensive experience working and communicating with clients. Hands-on working knowledge of current industry trends, standards, equipment, and software. Deep understanding of the entire video production and broadcast process. Excellent knowledge of various cameras/techniques, including cinema, DSLR, and ENG. Skilled with various production gear and multiple forms of lighting for studio, field, and product situations. Extensive background in video post-production and design, including most major software. Understanding of codecs, bit rates, frame rates, compression, workflow, asset management, archival, and transcoding. Knowledge of audio recording and sound design. Live video producing. Studio and equipment maintenance and management. Writing for video, press releases, and web. Strong social media, analytics, reporting, and web skills, including concepts such as SEO/SEM. Excellent understanding of CMS platforms, such as Wordpress. Basic understanding of HTML, CSS, and other markup languages. Experience in graphic design and layout. Passion for stories and storytelling.

SOFTWARE

Adobe Creative Suite: Premiere, After Effects, Photoshop, InDesign, Audition, Acrobat, Media Encoder, and other software

Apple (Current): MacOS, Final Cut Pro X, Motion, Logic, Compressor, Keynote

Apple (Legacy): Final Cut 7, DVD Studio Pro, Color, Soundtrack Pro

Avid: Media Composer, Pro Tools

Microsoft: Windows XP/7/8/10, Word, Excel, Outlook, PowerPoint

Other Software, Tools, and Platforms: DaVinci Resolve, Wordpress, Google Docs, Dropbox, Vimeo, Youtube, Facebook, other various plugins and usage specific tools as needed.