

GORDON K. SMITH

www.gordonksmith.com

VIDEO/MULTIMEDIA PRODUCER

Award-winning writer, producer, editor and instructor in video and multimedia communications, experienced in special event, corporate, and promotional programming. Competent in Final Cut Pro, Adobe Premiere, Avid, PowerPoint. Additional skills include copywriter, proof-reader, researcher, adjunct professor, Zoom instructor.

ACCOMPLISHMENTS

* Winner of 2 Telly Awards: as writer/editor for "Blockbuster TV", in-store marketing program, and as producer/writer/editor of documentary "Beauties and Beasts", commissioned by South Florida Arts Groups.

* Producer of tribute videos for international film festivals, award shows, and special events.

* Provided research and editing for The Blockbuster Entertainment Awards TV specials, taped in Los Angeles and aired on network TV.

* Provided script and research for programming on AMC, The Learning Channel, MSNBC, A&E, Lifetime, Texas Cable News Network, and others.

PROFESSIONAL EXPERIENCE

COLLIN COLLEGE Plano, Texas Adjunct Professor, part time	01/20 - Present
FALCON EVENTS Dallas, Texas Zoom Instructor, part time	09/20 - Present
MEDIATECH INSTITUTE Recording Arts/Film & Television School, Dallas, Texas (Part-Time Instructor, also Writer/Proof-reader)	01/18 – 04/19
WIN WORLDWIDE Health Products Marketer/Distributor, Plano, Texas (In-house producer/editor of corporate/training/marketing videos)	03/17 – 09/17
Independent Contractor (as Altair IV Productions) Multimedia Producer, Writer, Editor, Proof-reader. Recent clients include:	2002 – Present

- 2021 Turner Classic Movies Network (writer of host segments)

- 2021 Riverrun Film Festival, North Carolina (editor of award videos)
- 2021 Fort Lauderdale Film Festival (editor of special event videos since 1993)
- Exchange Club of East Dallas (producer of special event videos, 2017 – 2019)
- PawTree Pet Supplies (writer of promotional online video)
- Dallas International Film Festival (editor of tribute reels, 2009 – 2017)
- John Wayne Cancer Foundation (producer/editor of official video)
- Faith Inclusion Network of Dallas (promotional video producer/cowriter/editor)
- National Council of Jewish Women Dallas (producer of Official Centennial Video)
- Invodo Studios (scriptwriter/proof-reader of product demos for Sears, The Home Depot, Academy Sports, et.al.)

PREVIOUS:

BLOCKBUSTER INC.

Onetime leading international retailer in home entertainment.
Dallas, Texas and Fort Lauderdale, Florida

1985 – 2001

Video Writer/Producer/Proof-reader (1997-2001)

- * Writer/editor/director/researcher for numerous corporate video projects and librarian/archivist
- * Saved \$40,000 annually by providing video in-house instead of outsourcing
- * Created in-store programming that generated 20% more rentals and sales

Product Specialist/Writer/Proof-reader (1985-1996)

- * Created, proof-read, edited numerous store publications and promotional materials
- * Created and maintained an AS400 synopsis database that was printed on back of VHS boxes
- * Researched Latin America and Italy video industry data for international expansion
- * Assisted Legal Dept. in copyright issues, saving thousands in outsourced research fees

EDUCATION

Bachelor of Arts in Telecommunications from Texas Tech University, Lubbock, Texas

CERTIFICATIONS

Online Teaching/Zoom Certified

PROFESSIONAL AFFILIATIONS

Dallas Producers Association
Dallas Film Society
Lecturer, Writer, Tutor, Film Historian
<http://www.linkedin.com/in/gordonksmithaltair4>