

**GORDON K. SMITH**  
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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 Turner Classic Movies, AMC, The Learning Channel, MSNBC, A&E, Lifetime, Texas Cable News Network, and others.

## **PROFESSIONAL EXPERIENCE**

<b>TEXAS A&amp;M COMMERCE-DALLAS</b> Dallas, Texas Adjunct Professor	<b>01/22 – 05/22</b>
<b>COLLIN COLLEGE</b> Plano, Texas Adjunct Professor	<b>01/20 - Present</b>
<b>FALCON EVENTS</b> Dallas, Texas Zoom Instructor	<b>09/20 – 01/22</b>
<b>MEDIATECH INSTITUTE</b> Recording Arts/Film & Television School, Dallas, Texas Adjunct Professor, also Writer/Proof-reader	<b>01/18 – Present</b>
<b>WIN WORLDWIDE</b> Health Products Marketer/Distributor, Plano, Texas (In-house producer/editor of corporate/training/marketing videos)	<b>03/17 – 09/17</b>

**Independent Contractor (as Altair IV Productions)**

**2002 – Present**

Multimedia Producer, Writer, Editor, Proof-reader.

Recent contractor clients include

- 2021-22 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.

**1985 – 2001**

Dallas, Texas and Fort Lauderdale, Florida

**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>