



KAREEM MCMICHAEL

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PROFESSIONAL SUMMARY

Versatile and innovative individual with 10+ years in brand development through video production, creative business communications and media outlets. Recognized for multiple international and national Film Festival awards. Dynamic leader with exceptional abilities to work well under tight deadlines. Excellent public speaking skills.

Core competencies

- Social Media
- Branded Content
- Visual Storytelling
- Voice-Over
- Creative Framing
- Editing (logging, syncing, labeling)
- Long & Short Form
- MS Office
- Video Production
- Anchor Skills
- App Developer & License Holder
- News Gathering & Reporting



PORTFOLIO HIGHLIGHTS

2019: MLK JR. BLVD (Short Film) - Semi-Finalist in the Los Angeles Cinefest

2018: New Order of the Ages (Short Film) – The Award of Excellence from the Metro Film & TV Awards

2017 : Feed the Hungry (Documentary) – winner of the Silver Award at the Philadelphia International Film Festival & winner of Best Cinematography at the 12 Month Film Festival.

2016 : Best Friends (Short Film) Official Selection in the Urban Film Festival in Miami, FL and received a nomination for Best New Urban Short Film.

2015 : Road to Desegregation (Documentary) Official Selection in the Humboldt International Film Festival and winner of the 2015 Jim Demuling award for Best Film with Social Justice Theme.

2015 : Get Major Workshop (Information Video) Official Selection for Savannah Engage TV. The program aired in 01/2015.

2014 : Road to Desegregation (Documentary) – 1st place video production Southern Regional Press Institute.

2013 : Road to Desegregation (Documentary) – Official Selection for Savannah Engage TV. The program aired in 12/2013.



WORK EXPERIENCE

ONLINE CONTENT MANAGER SAVANNAH STATE UNIVERSITY, DEPARTMENT OF JOURNALISM & MASS COMMUNICATIONS (JMC)

2011 - PRESENT

Responsible for creating educational, timeless, and informative content to the students of Savannah State University (SSU), staff, faculty and the community abroad. Accountable for strategically maintaining, structuring, updating, and aiding the production of content distributed throughout SSU department's websites.

- Drives social content, brand awareness, and platform strategies to include engagement, content curation, design and branding across social platforms: Facebook, Twitter, and Instagram using Hootsuite
- Coordinate with team members to guide Assistants and Associates
- Producing videos from start to finish: conceptualizing, storyboard scripts and training developers, coordinating, writing, editing and shooting
- Graphic designing for the department of JMC by implementing quality work in the areas of documentation, newsletters, and magazines

- Successfully manages: www.tigersroar.com and <https://www.savannahstate.edu/class/mass-communications/index.shtml>

NEWSCONTENT SPECIALIST
RAYCOM MEDIA, WTOG NEWS

06/2011 - 07/2011

Successfully led projects through various crew positions for all assigned newscasts, assisted the News Content Department with error-free writing, edited and posted an array of relevant beats/stories on air and online. Collaborated with C-level companies such as ESPN, Edius, and Oasis.

- Responsible for performing various task in production such camera operator, audio operator, teleprompter operator, and floor directing
- Created, drafted and implemented graphic designing for newscast
- Conducted over the shoulder, full screens/monitor graphics, and mug shots
- Edited videos that aired throughout the day on the network with precise detail
- Posted various stories and information to the station's website and their respective social media accounts

ANCHOR/PRODUCER
TIGER EYE NEWS

05/2009 - 05/2010

Optimized web teams maintained and developed the content calendar for all web properties. Knowledgeable about content management/content creation. Propelled content creation of web pages through UX, design, copy and coding stages.

- Primed student body of local, national, and international news, sports, and weather
- Produced and executed the content for each newscast and created graphics to be used during the live newscast
- Orchestrated videos from interviews that would be used during the newscast
- Attended and reported for Tiger Eye News at the 2009 Congressional Black Caucus in Washington, D.C.

PRODUCTION ASSISTANT
NEW VISION TELEVISION, WJCL & WTGS NEWS

02/2007 - 06/2010

Provided assistant with Newscasts. Provided logistic support on and off air.

- Limited technical directing experience and knowledge
- Wrote teasers and edited video for the a.m. news show
- Graphic designing for news cast using Photoshop
- Marked the show rundowns and scripts with camera shots and other needed

RELATED EXPERIENCE

- Savannah Cultural Affairs Commissioner (2018-2021) – Appointed by Savannah City Council
- Savannah Film Commissioner (2016) – Appointed by Savannah City Council
- Producing the talk show Art Talks, Art Matters for SGTV (2015 - 2017)
- Produced the Have A Heart, Give A Child A Fresh Start video for the Department of Family and Children Services (2014)
- Created website, video, and photos for the Curtis V. Cooper Primary Health Care Center in Savannah, GA (2013)
- Photography work for Step Up Savannah in Savannah, GA (2013)
- Produced video and photos for Abyss Performing Arts Company in Savannah, GA (2013)
- Co-Produced, filmed, narrated, and helped edit Road to Desegregation (Documentary) (2013)
- Producer, Creator Writer, Anchor of Aces: Around Campus Events and Sports Show (youtube.com/aces4show), Savannah, GA (08/2009 - 12/2009)

EDUCATION

BACHELOR OF FINE ARTS IN MASS COMMUNICATION, TV & RADIO CONCENTRATION
SAVANNAH STATE UNIVERSITY

2005 - 2009

- **2016** Production Assistant certificate from the Georgia Film Academy (Savannah Technical College)
- **2015** Step Up Savannah Neighborhood Leadership Academy graduate
- **2014** Dow Jones News Fund and Western Kentucky University Digital Media Workshop participant
- **2009** Congressional Black Caucus Reporter for SSU Tiger Eye News
- **2007** Dean's List Recipient