

William C. Smythe IV

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Profile

Creative, collaborative and concise. First, understand the goals of a project, and then work effectively and efficiently with superior creative teams to deliver an exceptional product to the client.

Professional Experience

Nickelodeon, MTV Networks, New York City, New York

Nickelodeon Creative Advertising, Supervising Producer, Advertising & Corporate 2007 – Present

Produce corporate sales reels, branded and co-branded commercials for partners like Walmart and Nintendo, while collaborating with internal Consumer Products, Integrated Marketing and Ad Sales divisions. Supervise the creative team from concept to completion. Key advisor for deciding on Directors and vendors to best meet each projects goals and budgets.

Key Highlights:

- Principal producer for the Executive team leading the corporate video division
- Principal producer for creation of content and design for premier Nick Junior Karaoke DVDs

Nickelodeon, MTV Networks, New York City, New York

Nickelodeon Creative Resources, Producer, Marketing/Advertising 2003 – 2007

Wrote, produced and directed movie promos, show launches, co-branded commercials for a variety of Nickelodeon partners.

Key Highlights:

- Cultivated relationships between in-house creative and business teams
- Provided training and mentoring to junior level producers and writers

Nickelodeon, MTV Networks, New York City, New York

Nickelodeon Creative Resources, Associate Producer, On-Air Promotions 2002-2003

Promoted to manage and guide production assistants in the department. Supervised post-production edit sessions both in-house and out of house.

Key Highlights:

- Developed the creative and structure for show launch campaigns
 - Spearheaded creative team for Nicktoons Network Launch
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Additional Professional Experience

Teacher/Public Access Cable Station Manager, Channels 6 and 18 Mount Vernon High School, Mount Vernon, New York 1997-1999

Taught Television Production course to grades 9-12, from the introductory to advance levels. Supervised staff and programming for local Public Access Cable station. Cultivated students learning to produce and direct shoots for both school projects and shows for the cable station.

Nominations

Nominated for BDA Award, SpongeBob SquarePants Back-to-School Commercial, 2005

Nominated for One-Show Award, SpongeBob SquarePants Back-to-School Commercial, 2005