

CIERRA SMITH

DIGITAL MULTIMEDIA PRODUCER | (347)-885-2430 | Cierrasmith3131@gmail.com | [View Portfolio](#)

4 years experience in writing, producing, and shooting social impact content for digital and broadcast

Experience

CONGRESSWOMAN KATHERINE CLARK - U.S. HOUSE OF REPRESENTATIVES | JANUARY '20 - PRESENT

DIGITAL PRESS ASSISTANT

- Pitch, produce, copy write, and post [social copy](#), [videos](#), [graphics](#), [gifs](#), and [clips](#) consistent with Rep. Clark's brand
- Shoot [images](#) and [video](#) of Rep. Clark at appearances and bill votes for social and traditional press use
- Track digital analytics for all social and streaming platform content
- Lead Congresswoman Clark's branding initiative

DEMOCRATIC CAUCUS - U.S. HOUSE OF REPRESENTATIVES | AUGUST '19 - JANUARY '20

DIGITAL FELLOW

- Produced creative graphics using Adobe InDesign, Adobe PhotoShop, and Canva to be shared across social and streaming platforms. With focus relevant to [social justice](#), [healthcare](#), and [results](#)
- Created videos using Adobe Premiere Pro CC consistent with the House Democratic Caucus brand that reached up to [321K Views](#) and 7.6K shares on Twitter alone
- Wrote engaging and timely social content shared by over 200 Congress Members and 40 Million constituents
- Edited videos of '19 House Impeachment speeches and wrote social copy for Twitter under an extremely tight deadline

NOWTHIS - GROUP NINE MEDIA | MARCH '19 - JULY '19

ASSOCIATE PRODUCER

- Created multiple '#1 Top Trending' topic and 'Editors Choice' videos on a team of four producers that reached up to over [13 Million Views](#) on NowThis and NowThis India
- Directed, shot, wrote, and produced original stories from pitch to published delivery across all social platforms using a wide range of quality video and static imagery
- Pitched daily content to Senior Producers surrounding the topics of News and Entertainment. With focus on subjects relevant to [civil rights](#), [climate change](#), [breaking news](#), [education reform](#), and [global threats](#)

CNN- TURNER BROADCASTING SYSTEM | JULY '17- FEB '19

PRODUCTION ASSISTANT

- Coordinated and pitched editorial daily news content to Executive, Senior, and Junior producers
- Lead editorial videos for '18 Midterms and 2020 Presidential candidates' campaign rally coverage
- Edited & published all V.O's and soundbites on Adobe Premiere Pro CC for breaking news, live shows, and social
- Managed Instagram and Twitter for launch of political commentary show, "[SE Cupp Unfiltered](#)"

Education

SYRACUSE UNIVERSITY '17 | S.I. NEWHOUSE SCHOOL OF COMMUNICATIONS

Major: Broadcast & Digital Journalism (B.S.) Cum Laude | Madrid Center '15 & Cuba Center '16

NABJ-SYRACUSE UNIVERSITY CHAPTER *PRESIDENT* | AUGUST '15 -MAY '17

- Lead pre and post production shoots using Adobe Premiere Pro CC for Facebook Live, IG, Twitter, and Periscope
- Budgeted, sourced, and oversaw journalism events of up to \$20k for guests i.e. Anderson Cooper, Judy Smith and Audrey Irvine and received the 2017 Salute to Excellence Recipient "[Too Colored for Cancer?](#)"

Skills & Abilities

SOFTWARE SKILLS | Adobe Premiere Pro CC, InDesign, PhotoShop, Lightroom, Audition, Final Cut Pro, ENPS, News Source, WordPress, Mail Chimp, iNews, AVID, CMS, Media Source and Mira, Sprout Social, Canva, Google Docs, Sheets, Slides

CAMERA PROFICIENCY | Canon DSLR C300, Canon 5D Mark III, Canon C100, Sony NX5U, and Sony Alpha 5100