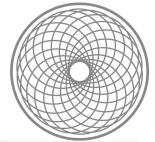


ANTOINE BEANE

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PROFESSIONAL SUMMARY

Vision-driven Creative with career-long record of writing, strategic media planning, content creation and production, videography, podcasting, photography, content creation and marketing management success for leading organizations.

Proven talent for aligning business strategy and objectives with established creative development and brand marketing paradigms to achieve maximum market impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning social media marketing & promotion, marketing campaign development, advertising and promotions, print and digital content creation, video and audio production/editing, social media management, website development, graphic design, client needs analysis, partnership development, audience engagement, communications management, and cross-team coordination. Exceptionally dedicated professional with keen interpersonal and organizational skills, as well as content management, budget optimization, and resource allocation expertise.

PROFESSIONAL EXPERIENCE

UTHSC TEACHING & LEARNING CENTER, MEMPHIS, TN, NOVEMBER 2024 - PRESENT

MEDIA SPECIALIST

- Produce engaging online content including videos, graphics and articles.
- Develop and maintain a social media presence.
- Manage and write copy for video scripts and social media.
- Contact and interview faculty and staff to create unique, engaging content.
- Generate and manage projects and team members, including delegating tasks, adhering closely to deadlines and budget, developing and revising ideas.
- Devise and implement search engine optimization (SEO).
- Stay abreast of current media trends and technologies; implement these new ideas and strategies
- Pilot the production and management of all content across various platforms, including YouTube, Instagram and Facebook.
- Organize and manage live webinars, meetings and on-campus broadcasting (video and podcasting).

MISSISSIPPI BLVD CHRISTIAN CHURCH (DOC), MEMPHIS, TN, DECEMBER 2020 – NOVEMBER 2024

DIRECTOR OF COMMUNICATIONS & DIGITAL ENGAGEMENT

- Produce engaging online content including videos, graphics, articles & ads (monitor and analyze content).
- Develop and maintain a social media presence.
- Create and manage link-building and content marketing strategies.
- Manage and write copy for email and social media marketing campaigns, among others.
- Contact, interview, and hire graphic artists, web designers, videographers, etc. to create unique, engaging content.
- Generate and manage projects and team members, including delegating tasks, reviewing team member work, adhering closely to deadlines and budget, developing and revising ideas.
- Devise and implement search engine optimization (SEO).
- Forecast marketing campaign growth and return-on-investment (ROI) and report these to leadership.
- Stay abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies when developing campaigns, and update current campaigns.
- Pilot the production and management of all content for social media promotions across various platforms, including YouTube, Instagram, and Facebook.
- Pioneer the creation and deployment of church communications, both print and electronic.
- Optimize management and organization of church's digital content to support church mission and vision.

TRIUMPH MEDIAWORKS, MEMPHIS, TN, JANUARY 2005 – PRESENT

CREATIVE & MARKETING MEDIA DIRECTOR

- Partner closely with clients to identify their goals and needs, crafting custom marketing plans and strategies to support brand expansion and market growth.
- Conceptualize marketing and digital campaigns to both develop and promote client brands within target audiences and markets.
- Generate revenue by creating social media campaigns aligned with brand goals, including related video and photo promotions and print advertising.
- Spearhead videography and video editing to deliver products that meet and exceed client expectations, completing quality maintenance and adhering to the highest production standards to ensure superb marketing campaign execution.
- Pilot the production and management of all content for social media promotions across various platforms, including YouTube, Instagram, and Facebook.
- Direct and coordinate all audio-visual technology to support productions.
- Lead the design, printing, processing, and distribution of postcards and flyers to advance company promotions, developing a sustainable pipeline for business development.
- Pioneer the creation and deployment of company communications, both print and electronic, maintaining open channels of contact with clients.
- Optimize management and organization of client company's digital content to support efficient operations.

REAVES LAW FIRM, MEMPHIS, TN, JUNE 2019 – MARCH 2020

VIDEO & CONTENT PRODUCER – MARKETING

- Orchestrated and managed comprehensive video production to support brand goals and marketing initiatives, guiding projects from concept to completion
- Championed the design and production of creative content to support company campaigns and promotions.
- Provided strategic and holistic creative direction, establishing budgets, writing and developing scripts, casting commercial talent, managing logistics, and liaising with the firm and internal teams to achieve all objectives.
- Implemented marketing plans and strategies for television, print and social media.
- Conducted in-depth analytics to track key metrics and KPIs, enabling data-driven performance management and campaign development.
- Received 6 Telly Awards for 2 commercials, having led all concept development, writing, and production.

METHODIST-LEBONHEUR HEALTHCARE, MEMPHIS, TN, DECEMBER 2018 – FEBRUARY 2020

MEDIA & VIDEO PRODUCTION SPECIALIST

- Performed videography and video editing, filming behind the scenes content while upholding all production standards and quality.
- Spearheaded the production and management of content for school social media promotions.
- Crafted and deployed company communications both printed and electronic, including video and photo productions, graphic design, event invites and programs, and advertising.
- Ideated and executed marketing plans and strategies, leveraging social media campaigns in tandem with video and photo promotions to achieve brand and business goals.

LEGACY LEADERSHIP ACADEMY, MEMPHIS, TN, JULY 2017 – DECEMBER 2018

MEDIA & TECHNOLOGY DESIGNER AND INSTRUCTOR

- Led the design, coordination, and management of graphic design, indoor/outdoor signage, and web content for the Academy.
- Conducted videography and video editing, filming behind the scenes content while adhering to highest production standards and quality.
- Served as primary photographer, creating a database to organize and maintain photo files while fulfilling all staff photo requests.
- Delivered content for school social media, while also promoting various academy events.
- Deployed company communications in both printed and electronic form, including video and photo productions, graphic design, event invites and programs, and advertisements.
- Headed marketing strategic planning for the school's contracted vendors, generating revenue by executing social media campaigns, video and photo promotions, and print advertising.

LIVING LIFE IN VICTORY CHURCH, MEMPHIS, TN, SEPTEMBER 2012 – APRIL 2017

MEDIA DIRECTOR

- Directed the development of content and design graphics for broadcasting; as well as concept development and writing for various productions and promotions.
- Piloted videography and editing for weekly network broadcasts.
- Recruited, trained and developed a media team in executing all production to highest of standards.
- Proposed and managed media budgets.
- Crafted and implemented community public relations strategies to increase engagement, including related marketing and promotions.
- Delivered technical support during live online streaming broadcasts.
- Advised on design and creative development for all broadcasts.
- Streamlined processes for scheduling and coordinating all talent.

WREG-TV (CBS AFFILIATE), MEMPHIS, TN, 2009 – 2011

NEWS PRODUCER

- Conceptualized and scripted news reports, features, and events, while also operating camera for various in-studio productions and live remote broadcasts; as well as Robotic Cam, Jib-Arm, HD Audio, and Lighting.
- Coordinated with team to distribute scripts and manage talent.
- Executed the design, print, and processing of postcards and flyers for various company promotions.

EDUCATION AND CREDENTIALS

BACHELOR OF ARTS (B.A.) IN COMMUNICATIONS, 2000

The University of Memphis, Memphis, TN

GPA: 3.99 / 4.00

ASSOCIATE OF ARTS (A.A.) IN FINE ARTS AND SPEECH, 1997

Shelby State Community College, Memphis, TN

GPA: 3.5 / 4.0

AWARDS AND HONORS

6 Telly Awards for TV Commercial Advertising 2020, 1 Regional Emmy Award for Best Commercial Advertisement 2020, Best Documentary Award - Memphis Indie Film Fest 2011 & New Bern Film Fest 2012

PROFESSIONAL AFFILIATIONS

Certified COVID-19 Compliance Officer

VOLUNTEERISM

Member of CUFI - Christians United For Israel

ADDITIONAL INFORMATION

Languages: English

Technical Proficiencies: Video and Audio Production/Editing, Photography, Adobe Creative Cloud, Final Cut Pro X, Canva

Achievements: Author of the Book & Journal, GO CREATOR GO: Activate Your God-Given Creativity, Creator/
Producer/Talent of The Go Creator Go Podcast.

References available upon request