

Charles Conyers, Jr.

PRODUCER / DIRECTOR

Project Manager | Hands-on Creative | Content Development and Marketing Strategy

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PROFILE SUMMARY

Award-winning Video Production Leader with a decade of experience, orchestrating the end-to-end creation of 1000+ hours of impactful content. Recognized for creative troubleshooting and operational efficiency, I excel in optimizing workflows and managing diverse teams. A dynamic professional with a proven track record in delivering high-profile projects for renowned brands.

CAREER HIGHLIGHTS

Content Creation: Launched over 1000 hours of award-winning video and audio content, showcasing end-to-end proficiency in ideation, production, and successful project management.

Creative Trouble-Shooting: Applied creative problem-solving skills to overcome challenges in content production, consistently enhancing the overall quality and impact of deliverables.

Operational Efficiency: Led initiatives to optimize workflows, efficiently managing multi-disciplinary teams and implementing strategic improvements for enhanced productivity in content production.

PROFESSIONAL QUALIFICATIONS

PROFESSIONAL SKILLS

Teamwork and Collaboration | Adaptability | Leadership | Time Management | Problem-Solving | Critical Thinking | Emotional Intelligence | Conflict Resolution | Cultural Awareness | Strategic Planning | Excellent Communication | Content Programming | Client Facing | C-Suite Friendly

TECHNICAL SKILLS

Adobe Premiere Pro | Final Cut Pro | Davinci Audition | Audacity | After Effects | Blender | Daz | Photoshop | Illustrator | Unreal Engine | OpenReel | Switcher Studio | Hootsuite | Tweetdeck | Instagram | TikTok | CMS | script writing | A.I. prompt writing/engineering | Adobe Firefly | Chat GPT | Stable Diffusion | Runway ML | DSLR | Canon C-300 | Sony FX-3 | Filmmaking | Graphic Design | Motion Graphics | Microsoft Word | Excel | Powerpoint

EXPERIENCE AND ACHIEVEMENTS

Producer/Director, Radical Share 2022 – 2023

- Spearheaded all aspects of video content development, from concept creation to final production, and eventually utilizing data and audience insights to inform strategy and drive engagement.
- Director/Co-Producer/Editor/DP for 2 documentaries: “Everyone Can Paint: The Joy of Bob Ross,” and “The Art and Magic of Jim Shore”.

Associate Director of Video Production, Hachette Book Group (HBG) 2018 – 2022

- Wrote/Produced/Directed over 500 hours of video content for 14 distinct imprints, including documentary shorts, book trailers, interviews, and social media clips.
- Partnered with imprint marketing teams to develop quarterly production schedules, social-first (TIkTok, Instagram, Facebook), and prestige content strategies (Youtube and broadcast).
- Pioneered virtual production methods during COVID-19, using software like Switcher Studio, and authored a guidebook for remote content creation.
- Collaborated with the web development team to design and implement a custom content management system (CMS) for video content.
- Analyzed content data and provided insights and recommendations for video content development and distribution strategies.

Sr. Video Producer, Vayner Media 2017 – 2018

- Successfully led and managed a team of 6 full-time staff and 15 freelancers.
- Ensured that budgets and project plans were clear and realistic and that all required documentation (contracts, work orders, release forms) were available.
- Collaborated with marketing teams to develop and execute marketing strategies for video projects
- Led monthly presentations of current and future projects and weekly editorial meetings.
- Spearheaded content development, logistical planning, and production of in-studio and field production.
- Branded content clients including Aveeno, Olay, and PetSmart.

Executive Producer, HealthiNation 2013 – 2017

- Wrote/Produced/Directed over 800 hours of award-winning video production.
- Led a team of producers, editors, motion graphic artists, and production crew, overseeing all stages of content production, from ideation to delivery, while remaining hands-on in writing, directing, shooting, and editing.
- Led casting efforts, including scouting, auditioning, and contract negotiation with both union and non-union on-screen talent.
- Developed and managed budgets, project timelines, and production schedules for each project.
- Produced IAB NewFronts presentations in 2016 and 2017.

PLEASE SEE [LINKEDIN](#) FOR A COMPREHENSIVE LIST OF PROFESSIONAL EXPERIENCE

EDUCATION

Bachelor of Fine Arts in Film and Television Production & Minor in Graphic Design
Jersey City State College

AWARDS

Daytime Emmy Award (1 win, 1 nomination) | Bronze and Silver Telly | Gold Davey Award
Silver W3 Award | Web Health Award