

ROBERT SMITHLINE

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Video Director & Digital Content Editor with 14+ years of experience leading video production and digital channel strategies for globally recognized brands including Carnegie Council, Pfizer, Unilever, and more. A natural facilitator and creative partner, working with marketing, communications, content creators, social channel teams, project managers, and c-suite leadership to produce diverse digital, streaming (TV and film), and broadcast content.

EXPERIENCE

CARNEGIE COUNCIL (for Ethics in International Affairs) - New York, NY

08/2021 - 01/2026

Video Director & Digital Content Editor

- Promoted to direct digital content strategy and video work streams, aligning integrated channel strategy across web, social, and all digital channels; produced and edited video content; released in division-wide lay-off.
- Reported to Director of Communications and partnered with Head of Content and Social Channels to build video, animation, and graphic production strategies to elevate channel strategies.
- Managed video editing, captioning, voice-over, lower thirds/chyrons, sound mixes, color corrections, file formatting, and aspect ratios for all channels including YouTube, LinkedIn, Twitter/X, Instagram, Facebook, and CC website.
- Directed content shoots, filming globally recognized Scientists, Politicians, Diplomats, Economists, Celebrities, Journalists, Authors, Entrepreneurs, and Military Officials, among others; edited impact-driving conversations, panels, interviews, roundtables, lectures, promos, and b-roll.
- Delivered packaged digital content for platforms, including full-length features and formatted reels, explainers, and short-form edits for social media.

CARNEGIE COUNCIL (for Ethics in International Affairs) - New York, NY

04/2008 - 08/2021

Video Editor (01/2009 - 08/2021)

Contract Editor (04/2008 - 01/2009)

- Recruited on contract and promoted to FTE in 8 months; owned video editing work streams, leading production and social / digital content creation; reported to Executive Producer and partnered with Social Media Manager.
- Worked with 4 Program Managers to build customized content plans for each Program vertical - Public Affairs, Global Engagement, Policy Innovations, Leadership.
- Managed video editing, simple animations, captioning, voice-over, lower thirds/chyrons, sound mixes, color corrections, file formatting, and aspect ratios for channels.
- Led video production and directed special projects with featured subject matter experts to package short and long-form content for digital channels and web.
- Prepared content for air on C-SPAN, CUNY TV, and MHZ Networks, as well as multimedia educational series.

VML (formerly J. Walter Thompson) - New York, NY

04/2005 - 02/2008

Assistant Editor (03/2006 - 02/2008)

Master Control Technician (04/2005 - 03/2006)

- Brought into Master Control Editing + Technical Services department at the agency, then promoted in Y1 in role to Assistant Editor, managing edit delivery on client projects.
- Developed and edited footage for Macy's, Domino's, JetBlue, Pfizer, Reckitt, and Unilever; worked with client stakeholders and partnered internally with Creative, Production, and Project Management teams.

RSA FILMS - New York, NY

09/2002 - 11/2004

Production Assistant

- Began as Intern and elevated to Production Assistant on TV commercials for Maybelline and Ellen Degeneres; managed onset logistics and transportation for talent and production crews.

FEATURE FILM AND TELEVISION SERIES

THE HUNTER'S ANTHOLOGY - New York, NY

01/2017 - PRESENT

Director | Editor | Writer

- Wrote, directed, and edited *The Hunter's Anthology* television series and feature film, produced by Ugly Productions and Smithline Films; distributed by Indie Rights Movies on Amazon Prime, Google Play, and Tubi.
- Created 5-episode series (2021) that led to film development (2024); owned full credits, visual effects, and color correction, preparing all video and audio files for broadcast; led Production team of 40 and Post-production team of 3.
- Edited trailer and all b-roll, reels, behind the scenes clips, interviews, and virtual conversations for web platforms and social channels (YouTube, Instagram, TikTok, Facebook, Twitter/X, LinkedIn).

EDUCATION

HOFSTRA UNIVERSITY - Hempstead, NY

05/2001

Bachelor of Arts in Film Studies & Production; Creative Writing Minor; Dean's List

Tech Stack: Adobe (Premiere, AfterEffects, Photoshop, Media Encoder), Final Cut Pro, Davinci Resolve, Wirecast, Wirecast Rendezvous, Final Draft, Zoom, WebEx, Riverside, Microsoft Office 365, Google Workspace