

Gregory Allen Smith
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A seasoned media production professional with over 23 years of experience in the television, film, and video production industries. Skilled videographer, cinematographer, and multi-camera setup expert. Demonstrated ability to oversee video shoots from pre-production to final execution, collaborating with celebrities, government officials, military personnel, and corporate executives, and committed to exceptional attention to detail, problem-solving abilities, and strategic communication with all stakeholders. Cross-functional expertise encompasses production technology, writing, scheduling, crew management, and on-camera subject coaching, all aimed at creating compelling content.

Core Skills & Expertise

- **Video Production:** Comprehensive end-to-end production expertise encompassing scriptwriting, storyboarding, scheduling, budgeting, and directing for diverse media formats, including narrative, cause marketing, and instructional content.
- **Cinematography & Videography:** Highly proficient in lighting, composition, and color grading and correction to create visually stunning media content.
- **On-Camera Talent Coaching:** Skilled in guiding both professional and non-professional talent, including children, to ensure natural and compelling performances.
- **Production Workflow & Coordination:** Highly organized with experience managing set operations, talent preparation, and shooting schedules. Advanced knowledge of script breakdowns and budgeting.
- **Live & Studio Production:** Expertise in multi-camera setups, remote shoots, and high-end live broadcast productions utilizing wireless encoding delivery software & hardware.
- **Post-Production & Media Management:** Proficiency in video editing, color correction, graphics creation, and multi-platform content delivery. Experienced media manager for large-scale productions.
- **Client & Stakeholder Communication:** Expertise in translating technical production needs to both industry and non-industry stakeholders.

Professional Experience

Media Production Specialist

GOC Productions -San Diego, CA - 1/2009 – Present

- As a self-employed small business owner, I lead video production services for high-profile clients, including Fortune 500 companies, government agencies, and entertainment industry VIPs.
- Provide full-scale production support, from crewing, budgeting, payroll, and lighting to on-camera coaching and real-time direction for live and pre-recorded content.
- Regularly execute live broadcast camera operations for professional sports leagues such as Major League Baseball (MLB), Major League Soccer (MLS), and National Women's Soccer League (NWSL), and NCAA sports on various networks, including Apple TV+, TNT, ESPN, Fox Sports, Univision, and ION.
- Produced multi-camera live event coverage, including the San Diego Music Awards, corporate town halls, and UCSD Musicians' Club concerts, seamlessly integrating streaming and broadcast workflows.
- Produced, directed, and mixed audio and video for live board meetings for the California Horse Racing Board for 17 years. I managed 12 remote productions annually, each with multi-camera coverage and audio mixing for up to 14 individual microphones.

Camera Operator

FanDuel Network - Southern California - 7/2012 - 9/2021

- Operated and engineered live remote broadcasts, ensuring seamless integration of camera, lighting, and wireless audio systems while supporting on-camera talent.
- Directed on-screen talent for on-location shoots, coaching athletes and commentators to ensure high-energy, engaging content.
- Managed LiveU broadcast encoders, wireless microphones, and IFB communication for talent during live productions.
- Pan-Camera operator for the Del Mar Thoroughbred Club and The Breeders Cup.

Producer & Director

Groovy Like A Movie, LLC - San Diego, CA - 1/2004 - 1/2009

- Produced and directed branded content, television commercials, and corporate video projects, working with major brands and entertainment clients.
- Led video projects for the United States Marine Corps, overseeing script development, production logistics, and on-location direction.
- Secured “no-bid” client status with the Department of Defense through proven excellence in government media production.
- Contributed to the design and operations of a newsroom-style studio for Illumina, featuring a multi-camera setup, customizable LED lighting, and integrated display monitors for content delivery. Often served as Technical Director for various clients renting the space.
- Produced & directed in-house live video coverage and promotional content at the San Diego Sports Arena. Clients included the San Diego Gulls, San Diego Sockers, and San Diego Riptide sports franchises. Hired and managed part-time crews for events taking place at the Arena. Maintained cameras, video cables, and other production equipment.
- Produced, wrote & directed multiple video & broadcast production awards, including the Pacific Southwest Emmy Award - Best Graphics - :30 Commercial - 2008

Videographer & Camera Operator

San Diego Padres Baseball Organization - San Diego, CA - 3/2003 – 3/2014

- Captured live-action game footage and behind-the-scenes content for in-house video and digital platforms.
- Shot corporate and community events, ensuring polished and engaging storytelling for the team’s marketing and fan engagement initiatives.
- Awarded the 2013 Diamond Award for outstanding performance in the video production department, “Friar Vision”.

Education

San Diego State University – Bachelor of Arts, Communications / Media Management
University of Arkansas - Communications

Software & Technical Proficiency

Final Cut Pro - DaVinci Resolve - Adobe Creative Cloud (Premiere Pro, After Effects) - Avid - Pro Tools - Wirecast Pro - vMix - OBS - AWS - MS Office Suite & Teams - Apple iOS

Affiliations

Full Member, IATSE Local 795 – Broadcast Technicians & Specialists Union