

Leon Smith

Brooklyn, Mar 2025

Multidisciplinary Artist:

Senior Video Editor | Motion Design | Motion Graphics | Sound Design | Graphic Design

[Leonsportfolio.com](https://leonsportfolio.com)

Who I am

Driven by a passion for visual and audio storytelling, I craft captivating narratives that resonate across diverse industries. My expertise extends beyond creative execution, encompassing data-driven strategic decisions, effective design brief development, and the creation of immersive soundscapes that build emotional connections and brand recognition.

Relevant Experience

Managed end-to-end content creation and quality control for **over 500 creatives**, resulting in a **90% client satisfaction rating** through:

1. CREATING PREMIUM CONTENT

- **Constructed comprehensive mood boards and storyboards** to articulate visual design strategies that resonated with client objectives and target demographics
- **Crafted dynamic motion graphics and design assets** to elevate storytelling and captivate audiences
- **Engineered immersive audio experiences** by designing, recording, and mixing music, sound effects, and voice-overs to align with visual narratives
- **Utilized video production expertise** to create engaging long-form and short-form content for high-profile brands and clients, including Glamour Magazine, Inditex, Condé Nast, Mercedes Benz, Wu-Tang Clan, BBC America and A+E Networks
- **Developed a standardized file naming system** to optimize the management and retrieval of post-production media assets
- **Revamped team workflows to boost productivity**, resulting in a weekly increase in social media ad production from 3 to 7 creatives
- **Produced and edited quarterly reels for the internal Studio Production Team and the company**, showcasing our creative services and significantly contributing to the team's marketing success
- **Conceived and executed innovative marketing campaigns** for Oasis Shopping Center (Liberia, West Africa), including a highly successful billboard campaign strategically placed along major highways and airport terminals

2. EXTENSIVE SOFTWARE EXPERTISE

- **Video Editing** – DaVinci Resolve, Adobe Premiere Pro, Final Cut Pro, Avid
- **Motion Graphics** – DaVinci Resolve's Fusion interface

- **Design** – Photoshop, Bridge, Camera Raw, SketchUp, Sketch and Figma
- **Sound Design** – DaVinci Resolve's Fairlight interface, Adobe Audition, Serum

3. EXCEPTIONAL TECHNICAL SKILLS

- **Pre Production** – Story Boarding & Shot Listing, Set Design, Sound Design
- **Production** – Frame Rates, Comp Size, Three-Point Lighting, Natural Lighting, Lighting for Interviews, Camera Operation and Cinematography
- **Post Production** – Video Editing, Timing and Pacing, Color Correction, Visual Effects, Resolutions, Codecs, Troubleshooting software issues

4. EFFICIENT INTERNAL & EXTERNAL COLLABORATION

- **Spearheaded the success of 20+ client campaigns for Thesis, BMG360's production studio**, stimulating a collaborative environment with the Studio Manager, Director of Photography, Cinematographer and Production Assistant. Successfully navigated project challenges, enhancing communication, trust, and efficiency
- **Streamlined project workflows by leading weekly brainstorming sessions.** This collaborative approach drove creativity and efficiency, resulting in a 4-6 hour reduction in monthly meeting time
- **Fostered a collaborative environment by maintaining open and consistent communication & feedback with all stakeholders**, resulting in a 95% first draft approval rating
- **Successfully collaborated with a wide range of professionals** including Creators, Designers, Cinematographers, Journalists, Producers, Managers, Creative Directors, and Department Directors
- **Lead and guide the strategic development of a community co-op and a two-story mall initiative**, nourishing collaboration and communication among investors to achieve key project milestones

Career Journey

Community Co-op Board Member Liberia, West Africa	January 2022 Present
Co-Founder Oasis Shopping Center Liberia, West Africa	April 2023 Present
Senior Video Editor & Sound Designer (BMG360)	January 2022 April 2023
Technical Operations Specialist A+E Networks (VICE)	September 2019 May 2020
Freelance Senior Video Editor The Muse	June 2018 August 2019
Senior Video Editor & Sound Designer BBC America	March 2016 May 2018
News Broadcast Video Editor Arise News	February 2014 April 2015
Lead Video Editor Minimal Dose 500 Mg	February 2012 September 2013

Video Editor Internship | SportsNet New York (SNY)

May 2011 | August 2011

Education

Quinnipiac University

August 2015 | May 2021

Master of Science - Interactive Media

Southern Connecticut State University

August 2009 | May 2012

Bachelor of Science - Communication, Video Production

Paier College of Art

August 2008 | May 2008

Graphic Design

Personal Interests

Developing professional barbering skills and cultivating strong customer relationships through part-time employment at a local barbershop in Brooklyn, NY

Volunteering as a cat transporter for Ocean Hill Cats in Brooklyn, NY, ensuring the well-being of animals during relocation to foster and adoptive homes

Crafting unforgettable music experiences through Djing for local venues, speaking events, pop-ups and livestreams

Breathing new life into vintage bicycles by restoring, rebuilding and riding models from the 1970's-1990's

Crafting unique sourdough pizzas with fresh vegetables, a variety of cheeses, and creative toppings, cooked to perfection in my outdoor wood-fired oven

Reformer pilates, the combination of movement and control is so satisfying as a dynamic workout

Meditation, finding peace and mindfulness through regular practice