

# steve mcclure

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Creative professional with extensive experience in video production, on-air promotions, digital content creation, retail marketing, project management and client communications. Also a hater of sushi.

## WORK EXPERIENCE

### Freelance Writer/Producer/Editor

Self Employed, 07/2017 - Present

- Write and produce awareness campaign for UNAIDS, which, in conjunction with the FIFA World Cup, aired in numerous countries throughout the world
- Produce multi-day photo and video shoot for agency GS&F and LP Building Products, including budgeting, scheduling and communication with numerous stakeholders ([www.lpcorp.com](http://www.lpcorp.com))
- Write creative promotional concepts for TEGNA's *Daily Blast Live*, a national daytime news and entertainment program
- Write, produce and edit digital and social media promotional content for Ghost-2-Eleven Entertainment in an effort to increase sales and viewer engagement

### Producer

The Integer Group, 08/2015 - 06/2017

- Plan, execute and manage production of digital and creative assets for clients Michelin, BFGoodrich, Pella, Alliant Energy, LG and more
- Oversee commercial projects, social media campaigns, viral executions, retail marketing videos, radio spots, photography and new business materials, from inception through final delivery
- Manage client relationships with a thorough understanding of their brands, values and project goals
- Create and maintain budgets, timelines and delivery schedules for all productions, from bidding process through final cost reconciliation
- Source and hire external resources, including post-production facilities, graphic design houses, directors, editors, photographers, production crews, voice-over talent and music libraries
- Partner with account and creative teams, providing content solutions and strategies for all video and photo productions, ensuring successful execution against project deadlines

### Freelance Writer/Producer/Editor

Self-Employed, 10/2012 - 08/2015

- Write and produce sales videos, trailers, on-air promotions, marketing communications and digital campaigns for clients 2C Media, GiveMeSport.com, STORY Digital, Mike Dion Productions, Loyal Productions and Ghost-2-Eleven Entertainment
- Create and edit digital video content for GTxcel, a digital software company, which helped increase web traffic and circulation in conjunction with the company's marketing strategies
- Creative strategy and execution for PBS, Nat Geo Wild, Funny or Die, Underground Music Showcase, Destination America and Miami International Airport
- Extensive knowledge of HD video standards, digital media, file formats and compression types. Adobe Premiere Pro and Final Cut Pro proficient
- Produce, direct and edit feature-length documentaries, [www.hairigoagain.com](http://www.hairigoagain.com) and [www.rainfallsfromearth.com](http://www.rainfallsfromearth.com)

## Director, Creative Services

Starz Entertainment Group, 09/2010 - 10/2012

- Lead a team of 10 writer/producers in the creative execution and promotional strategies for the network's programming slate, including original scripted series, *Spartacus* and *Magic City*
- Drive ratings towards the most watched premium cable series at the time, *Spartacus: Gods of the Arena*
- Work closely with external agencies, show runners, and numerous internal departments in the development of all on-air, online, theatrical, DVD and off-air creative materials
- Ensure all promotions and graphic elements conform to consistency of network brand
- Oversee concepts, scripting, field production, graphic design and post production

## Senior/Managing Producer

Starz Entertainment Group, 07/2003 - 09/2010

- Write, develop and execute strategic consumer marketing campaigns, point-of-sale tools, training videos, radio spots and special projects
- Manage staff of producers, associate producers, production assistants and freelancers
- Work with internal clients to conceive and implement creative tactics in an effort to increase subscriber growth

## Senior Writer/Producer

Game Show Network, 07/1999 - 06/2003

- Write and produce on-air promotions, show launch presentations and sales projects
- Direct and supervise graphic design, audio and post production of all assets
- Work closely with internal clients to create effective marketing campaigns and presentations

## Senior Producer

E! Entertainment Television, 03/1998 - 07/1999

- Write and produce on-air promotions, sales videos and marketing presentations
- Manage 3-person producer staff. Hire freelance producers
- Initiate and execute concepts for cable, radio & website promotions
- Promote and market launch of new spin-off network, *style*

## EDUCATION

**University of South Florida**

B.A. Mass Communications

**St. Petersburg College**

A.A. Mass Communications

## AWARDS

- **American Marketing Association NOVA Award**  
Interactive Marketing - Best of Category: BFGoodrich "Not Your Average" Social Campaign
- **Silver Telly Award** - GTSB "Drowsy Driving" PSA Campaign
- **American Advertising Awards - Six Gold ADDYs + Judge's Choice Award**  
GTSB "Impaired Driving" PSA Campaign
- **PR Daily Award** - GTSB "Impaired Driving" PSA Campaign
- **Cablefax Award** - Digital Marketing Campaign - "Spartacus: Battle for Nuceria"
- **Red Rock Film Festival Grand Jury Prize** - Best Documentary Feature: "Rain Falls from Earth: Surviving Cambodia's Darkest Hour"