

SAMANTHA SOMERS KNIGHT

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CONTENT DIRECTOR/PRODUCER | CREATIVE STORYTELLER | BRAND STRATEGIST

Innovative and results-driven content producer with 20+ years in entertainment marketing, specializing in theatrical, home entertainment, streaming, and social publicity across multimedia and digital platforms. Proven expertise in conceptualizing, developing, and executing engaging AV content that drives brand visibility, viewership, engagement, and sales. Recognized for creative leadership, cross-functional management, and collaboration, and for delivering high-quality storytelling and narratives that support client objectives and move the needle.

CORE COMPETENCIES

Production: Production & Post-Production, Budgeting, Hiring, Scheduling
Creative Skills: Creative Direction & Development, Content Strategy & Development
Strategy & Marketing: Digital Marketing & Brand Strategy, Strategic Thinking & Planning
Leadership: Team Leadership & Management, Client Relations
Analysis & Communication: Data-Driven · Communication & Presentation

PROFESSIONAL EXPERIENCE

Creative Content Producer/Director - Only Child Entertainment Marketing

Los Angeles, CA | May 2014 - Present

- Recent campaign: Social and BTS marketing materials for *"The Baxters"* on Amazon Prime, produced by Roma Downey and MGM.
- Produce, direct, write, and strategize 360° marketing campaigns for film, TV, streaming, and brand clients across social, digital and multimedia platforms, overseeing creative direction, budgets, production, talent and post to deliver high-impact, engaging content.
- Strong experience and knowledge of end-to-end AV production and post procedures from client brief, conceptualization, footage capture, scripting, graphic design and editing to final delivery.
- Award-winning Producer, recognized with a 2017 Bronze Telly for *"American Pastoral"* *Adapting an American Classic* (Writer, Director, Producer).

Supervising Producer - Blue Collar Productions

West Hollywood, CA | Jul 2005 - Aug 2014

- Supervised a scaling 20-45-person creative content team in production and post across multiple concurrent marketing and promotional campaigns, managed resources and workflows, served as the primary liaison between clients, producers, and the CEO, and supported Accounting with budgeting, A/P and A/R.
- Wrote, directed, and produced theatrical, home entertainment, brand, social and corporate creative marketing content, expanded the client roster, increased the scale and scope of the business, and implemented SOPs that improved workflow, efficiency and output, and reduced overall company spending by up to 25% in overhead.

Executive Assistant to Producer/Director Laurent Bouzereau - Blue Collar Productions

Los Angeles, CA | Jul 2004 - Jul 2005

- Supported production of EPK and home entertainment projects, managing calendars, travel, production and post-production workflows, clearances and licensing while scheduling and interfacing with A-list talent during production.
- Supervised an editorial team of 5 and assisted as liaison to the Executive Producer.

Operations Manager - The Transcription Company

Los Angeles, CA | Feb 2000 - Apr 2004

- Managed 500+ client accounts with monthly billing of \$250K and supervised a 50+ person administrative and production team under tight post-production deadlines, including 24-hour turnarounds.
- Developed and implemented SOPs that increased productivity, improved workflow efficiency, and drove revenue growth.

EDUCATION

San Francisco State University – Bachelor of Arts in Design

SKILLS

Microsoft Office · Google Workspace · Adobe Creative Suite · Canva · CapCut · Avid/Final Cut Pro · Pro Tools · Project Management Software · AI Production Implementation

~ References and credits available upon request ~