



SAMANTHA SOMERS KNIGHT

Creative Producer · Director · Brand Storyteller

Los Angeles, CA

818.822.1121 | samanthasomersknight@gmail.com

linkedin.com/in/samanthasomers

ABOUT

Creative Producer and storyteller with 20+ years in entertainment publicity and marketing, specializing in AV, digital, social and multimedia content campaigns for film, TV, music, brands and streaming. Known for translating strategy and concepts into compelling narratives, leading cross-functional teams, and delivering polished, high-impact creative that drives engagement, visibility, and results.

WHAT I DO BEST

- Creative Direction & AV Campaign Development
- End-to-End Production & Post-Production
- Brand Storytelling & Content Strategy
- Team Leadership & Workflow Management
- Budgeting, Scheduling & Talent Oversight
- Client & Stakeholder Collaboration

HIGHLIGHTS

- Write, direct and produce 360° marketing campaigns across all media and platforms
- Award-winning producer (Bronze Telly Award, *American Pastoral*)
- Lead creative, production, post and design teams across concurrent projects
- Build SOPs that increase efficiency, scale and creative output

PORTFOLIO (Selected Work)

Dropbox links showcasing AV marketing campaigns, brand storytelling, digital and social creative content across film, TV, digital and streaming.

- Campaign Reels: <https://www.dropbox.com/scl/fi/6vvk64dal3wv204gf1uvm/Branded-Content-Reel.mp4?rlkey=sb694p6mz9l02t3e9bhgmqfg5&st=lr7mox21&dl=0>
- AV Marketing: <https://www.dropbox.com/scl/fi/t99hs0yiw4ayrqulenlut/American-Pastoral-DVD-Adapting-an-American-Classic-Featurette.mp4?rlkey=476pmjh94ha701e1jgw85tasx&st=d84v5tt9&dl=0>
- Brand Storytelling: <https://www.dropbox.com/scl/fi/zxnoa05dcmt1vzves8ih8/Piper-Heidsieck-Le-Rituel.mov?rlkey=t3e6blenwankzb81ct7bexit4&st=5h3n579g&dl=0>
- Digital & Social Content: <https://www.dropbox.com/scl/fi/u57q7vxigrib0q3yaci6i/Roma-Downey-The-Baxters.mov?rlkey=cas04em4nismbywz7fe9jh9ul&st=ysiirw1k&dl=0>