

ANTHONY L. WILLIAMS

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SUMMARY

Seasoned executive media producer and award-winning edutainment and social change storyteller with over 15 years of increasing responsibility and experience in project/media development and management. I'm well-versed in all production phases and processes within the entertainment and live/virtual event industries, and experienced in narrative change culture with creating, executing, and managing high-caliber live events and immersive story experiences to build brand awareness, community engagement, strengthen networks and partnerships, all with powerful storytelling at the forefront.

SKILLS

- Strong attention to detail, skilled at managing competing priorities, and adept at working fluidly across diverse program areas
- Advanced written & verbal communication skills with proven ability to communicate internally with honesty, candor & respect
- Strong interpersonal skills, effectively works well with others, and experienced in conflict resolution
- Self-starter, creative, resourceful
- Comfortable working independently with minimal supervision

EXPERIENCE

CEO / EXECUTIVE CREATIVE DIRECTOR / PRODUCER, SECOND GLANCE PRODUCTIONS

CHICAGO, IL / RALEIGH, NORTH CAROLINA – 2009 - PRESENT (15 YEARS)

- Oversee the development, management, marketing, and production processes of large narrative change, 'edutainment', advertising, and integrated marketing campaign projects for small business clients, creative agencies, nonprofit organizations, and in-house narrative and live event project slates. Create and design campaign ideas for client projects and new business pitches that are social by design
- Manage multiple complex projects simultaneously, their timelines, and resources while working directly with clients to ensure messaging and creative vision is carried throughout the project. Track and maintain line budgets and project/event reconciliation, including approval and reporting of contracts, invoices, and expense reporting
- Managed 100+ crew/team members and production strategies for various media projects and live/virtual events
- Successful track record of growing client base, revenue, and profit by 50% within 5 years.

FREELANCE PRODUCER; NATIONWIDE / REMOTE – 2012 - PRESENT (12 YEARS)

Clients include: National Geographic, HGTV, the History Channel, TLC, A&E, MTV, OutTV/Fuse, The Travel Channel, ABC, and various streamers

- Work alongside network executives, producers, and showrunners to develop, track, and execute story elements, segments, and character arcs from development through post-production. Produce field notes, hot sheets, beat sheets, secure and clear shoot locations and background talent, and establish working relationships with local vendors and community resources
- Research / interview / cast high-profile public figures in entertainment, media and social change talent, and real people for on-camera TV interviews. Coordinate talent onboarding, travel, and lodging arrangements
- Manage communication and efficient work flows between talent, production teams, and production companies/studios across multiple production departments

DIRECTOR OF DIGITAL MEDIA, AIDS HEALTHCARE FOUNDATION / IMPULSE CHICAGO

CHICAGO, IL – 2022 - 2024 (2 YEARS)

- Develop, implement/manage, produce, and direct creative social media content for online/social media/community marketing campaigns, community call-to-actions, volunteer recruitment events, and event highlight reel videos to increase organization's brand recognition and awareness
- Identified, engaged, and built strong relationships with community stakeholders, business partners and external vendors with the goal of building community and strengthening networks, while leveraging existing relationships and resources to coordinate and organize community events of all sizes
- Supervised all media production processes from development to post-production on schedule and under budget, working closely with organization leadership and their board members for timely and intentional social media distribution. Managed a growing team of volunteers and event planning/management schedules and timelines.
- Developed and implemented strategies and business practices that tripled their digital media catalogue, establishing their branding and recognition across the city of Chicago, and increasing their followers and social media presence, resulting in a 10% increase in their annual community engagement and outreach budget.

EDUCATION

- North Carolina State University – 2009
- University of Arkansas at Little Rock – 2006 - 2009
- DIPLOMA: Little Rock Central High School – 2006

AWARDS / HONORS / RECOGNITIONS

- 1st Place – Illinois LGBT Chamber of Commerce *Biz Boot Camp* – 2024
- Audience Choice Award – *Underneath*, Eclectic Full Contact Theatre's "Patchwork Play Fest" – 2024
- 2nd Place – *Heartstrings*, Flip the Script Screenwriting Competition – 2021
- Quarterfinalist – *Absolutely Positive*, The Script Lab Screenwriting Competition – 2020
- Best Director in a Feature Film – *Thicker Than Blood*, Newark Intl Film Festival (NJ) – 2019
- Best Narrative Feature Film – *Thicker Than Blood*, Arlington Intl Film Festival (Boston) – 2019
- Best Director in a Short Film – *Absolutely Positive*, World Music & Independent Film Fest (DC) – 2013
- Personal invitation to National HIV/AIDS Strategy Initiative Conference, White House – 2013
- Silver Award for Customer Service, Town of Hillsborough, North Carolina – 2010