Sam Howe

Producer, Creative Director

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Creative director and producer with 12+ years building video-driven brand campaigns from concept through delivery, including the past five years focused on automotive brands. Manages complex video production workflows across social, broadcast, and digital channels, from pre-production schedules, call sheets, and budgets through post-production and final delivery. Fluent in the entire creative pipeline, from on-set production to the edit bay, driving the best possible results for the creative teams led.

WORK EXPERIENCE

Marty Snider and Associates | Charlotte, NC (2021-Present)

Creative Director November 2024 – Present

- Lead end-to-end brand campaign production, developing and producing scripted and unscripted video concepts for clients including Continental Tire, Porsche, Corvette, Penske, NASCAR, and Wendy's across budgets of $10K–$75K per campaign and $25K–$300K annually
- Direct concept development, on-set production, and post-production for integrated campaigns spanning OLV, social video, and broadcast formats
- Lead cross-functional collaboration between brand marketing departments and agency staff ensuring adherence to campaign goals and brand standards
- Build and manage production schedules and timelines from pre-production through delivery, creating call sheets, allocating campaign resources, and managing talent and crew
- Coordinate on-location production logistics for automotive shoots, including film permitting, drone and car-to-car camera work, and day-of schedule changes
- Architect production workflows leveraging AI to build and manage schedules, timelines, and call sheets, enhancing efficiency while protecting the human element of every video
- Manage staff video editors and freelance artists across multiple simultaneous campaigns, ensuring professional development and creating optimal situations for teammate success

Lead Video Editor and Motion Designer August 2021 – November 2024

- Primary editor for 50+ brand campaigns across commercial, broadcast, social, and episodic television with responsibility for the full post-production pipeline through color-graded, audio-sweetened final delivery
- Expanded agency post-production capabilities into 3D motion design and advanced sound design, opening up a tier of work the agency could not previously offer
- Executed high-end color grading and Fortune 500 brand-level visual finishes maintaining consistent elevated standards across every platform and deliverable

NBC Universal | Charlotte, NC (2013-2021)

Associate Producer January 2018 – August 2021

- Wrote, produced, and edited news content for distribution to NBC affiliate stations nationwide, developing a disciplined editorial voice and a deep understanding of how stories are built for different audiences
- Led post-production of 7+ broadcast spec videos weekly for national distribution

Video Editor September 2015 – January 2018

- Produced live content from the International Broadcast Center at the 2016 Rio Olympic Games, supporting affiliate talent from top-rated markets
- Built motion graphics that unpacked complex stories into easily digestible information for audiences

Media Coordinator December 2013 – September 2015

- Supported broadcast production logistics for NBC Sports and the NBC Affiliate Feed Service, building a ground-level understanding of network production standards

EDUCATION

Appalachian State University, Boone, NC
Bachelor of Science — Electronic Media and Broadcasting

- Cum Laude honors

SKILLS & OTHER

Creative Leadership: Creative Concept Development, Campaign Strategy, Brand Storytelling, Client Relationship Management, Storyboarding
Tools: Adobe Premiere (Expert), Adobe After Effects (Expert), DaVinci Resolve, Cinema 4D, Adobe Illustrator, Adobe Photoshop, Adobe Audition, AVID Media Composer, Adobe Media Encoder, Final Cut Pro, LucidLink, Frame.io
Production: End-to-End Video Production, Production Scheduling, Call Sheets, Scripted & Unscripted Content, Post-Production Supervision, Color Grading, Sound Design, AI-Assisted Workflows
Operations: Freelance Talent Management, Crew Coordination, Budget Oversight, Timeline & Resource Planning