

Sam Howe

Creative Director + Senior Video Editor and Motion Designer

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Creative storyteller with over a decade of experience engaging audiences with thoughtfully designed media. Capable of managing complex editorial, commercial, motion graphic, and animation workflows from ideation to delivery. Brings a calm demeanor and strong attention to detail with a knack for finding unique ways of problem solving on and off set.

WORK EXPERIENCE

Creative Director

November 2024 – Present

Marty Snider and Associates, Charlotte, NC

Led development of creative direction for all client brand campaigns and managed the entire post production pipeline for all company projects.

- Spearheaded the redesign of MSA Website and company-wide rebrand resulting in a 150% increase in new business
- Redeveloped post production workflow using a combination of industry techniques and AI tools to boost efficiency and ensure consistency of video deliverables
- Managed direction of social media channels resulting in follower growth and increased engagement

Lead Video Editor and Motion Designer

August 2021 – November 2024

Marty Snider and Associates, Charlotte, NC

Crafted post production deliverables using a variety of techniques including video editing, sound design, animation, and illustration.

- Managed post production efforts on 50+ major video campaigns spanning commercial, broadcast, social media, and episodic television deliverables
- Implemented the use of new software capabilities increasing company scope of work to include 3D motion design, 2D animation, and advanced sound design

Associate Producer

December 2013 – August 2021

NBC Universal, Charlotte, NC

Assisted in story development, video editing, and motion design for NBC News national affiliate feed service.

- Led post production efforts on 7+ broadcast-spec videos weekly in a high pressure, deadline driven setting
- Developed motion graphic techniques to help illustrate complex topics for diverse national audiences
- Collaborated in production efforts for broadcasts of 4 Olympic games for NBC Sports

EDUCATION

Appalachian State University, Boone, NC

Bachelor of Science — Electronic Media and Broadcasting

- Cum Laude honors

SKILLS & OTHER

Tools: Adobe Premiere, Adobe After Effects, DaVinci Resolve, Cinema 4D, Adobe Illustrator, Adobe Photoshop, Adobe Audition, AVID Media Composer, Final Cut Pro, PC and Mac Proficiency

Techniques: Motion Design, Post Production Collaboration, Problem Solving, Visual Storytelling, 2D and 3D Animation, Brand Campaign Development, Kinetic Typography, Interpersonal Communication, Strategic Planning