

# Shane T. Watson

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[TheGreayArea.com/Shane](http://TheGreayArea.com/Shane)

(901) 410-0091

## EDUCATION

California College of the Arts  
San Francisco, CA  
MFA - Film  
May 2017

Rhodes College  
Memphis, TN  
B.A. - Commerce & Business  
May 2014

## SKILLS

Premier Pro	+++++
Photoshop	+++
Lightroom	+++
Pro Tools	++
After Effects	+
Illustrator	+

## ACHIEVEMENTS

Official Indie Memphis Film  
Festival Selection 2014  
*Untold Stories*

Outstanding Community  
Member Award  
*Lake County, TN 2015*

## WORK EXPERIENCE

**Social Media & Campaign Manager** // December 2016 - Present

**The GrEAy Area** // Oakland, CA

- Managed post-production crowdfunding campaign raising over \$3900 from 50+ backers
- Prioritized social media presence across multiple platforms with brand consistent content
- Designed and maintained website, integrating social media profiles, video updates, and bios
- Produced 60+ short videos & photos for scheduled marketing efforts across social media

**Film Production Teacher** // September 2015-Present  
**Media Enterprise Alliance at KDOL TV** // Oakland, CA

- Teach high school students foundational skills in journalistic filmmaking in an after-school program
- Work in a group of 7 teachers to foster an encouraging environment that enables student success in the creative process

**Videographer** // July 2016 - August 2016

**City Leadership** // Memphis, TN

- Interviewed 8 innovative educators of Memphis working to make a change in Memphis
- Crafted 9 short videos from interview stage to editing stage for campaign focusing on innovative educators in Memphis in two month timeframe

**Project Manager** // August 2014 - August 2015

**Team 4 Success** // Lake County, TN

- Hired as first and only full-time employee to create organization's infrastructure
- Oversaw \$60,000 budget and developed an approved 2<sup>nd</sup> fiscal year budget of over \$160,000
- Formed team of 12+ employees and community volunteers to serve as role models for youth
- Collaborated with mayor and commissioners to donate an abandoned 1,500-sq.ft. doctor's office to renovate into county's first community center

## FILM EXPERIENCE

***I LIVE HERE***

Spring 2017  
Narrative-short  
Writer, Director, Editor

***MRS. WATSON'S ROOM -***

Spring 2017  
Narrative-Short  
Sound Recordist

***INNOVATIVE EDUCATORS***

Summer 2016  
Short Documentary Series  
Interviewer, Editor,  
Cinematographer

***EVERYTHING INCLUDED***

Spring 2016  
Narrative-short  
Writer, Director, Editor,  
Co-Cinematographer

***RELEASE***

Spring 2016  
Narrative-short  
Writer, Director, Editor

***916***

Fall 2016  
Documentary short  
Writer, Director, Editor,  
Cinematographer

***UNTOLD STORIES***

Spring 2014  
Documentary short  
Writer, Director, Editor,  
Cinematographer