



CHAN C. SMITH

DIRECTOR | CREATIVE STRATEGIST | MEDIA SPECIALIST

CONTACT

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- Chicago, IL

EDUCATION

BACHELOR OF ARTS
Communication & Media Studies,
Broadcast Journalism
Northern Illinois University
DeKalb, IL
2009

EXPERTISE

- Creative Direction
- Photography
- Cinematography
- Project Management
- Team Leadership
- Visual Storytelling
- Pre-Production Planning
- Post-Production Editing
- Budget Management
- Client Communication

TECHNOLOGY

- Camera Systems
- Lighting Techniques
- Post-Production Expertise
- Composition & Framing
- Project Management
- Adobe Creative Suite
- Photo Editing Software
- Color Correction

SUMMARY

Emmy Award-winning Commercial Film Director and Media Strategist with over 15+ years of experience in directing, cinematography, photography, and producing documentary-style and narrative films. Collaborative with teams of various sizes to bring creative visions to life, fueled by a passion for capturing compelling storytelling through visual expression.

EXPERIENCE

Commercial Film Director

Tessa Films, Chicago, IL

2021 – Current

- Conceptualize and direct large-scale productions with globally recognized brands such as Amazon, Target, and Novartis, with budgets ranging from \$200K - \$1M.
- Directed the Emmy-award winning "All In Illinois" commercial campaign (2022), also serving as campaign photographer for approximately 500 billboards placed across the state of Illinois.
- Served as Director and Director of Photography for the Emmy-nominated "HIV and the Journey Toward Zero" commercial campaign (2023).
- Evaluate and analyze creative briefs from world-renowned advertising agencies and industry leaders to develop compelling treatments for television and web commercials.
- Collaborate extensively with clients, producers, talent, and crew to conceptualize and execute large-scale productions, including post-production edits and revisions.

Owner | Creative Lead | Producer

Kiliad Films LLC, Chicago, IL & Los Angeles, CA

Feb 2018 – Current

- Produce branded content for a variety of both global and nationally recognized brands, including Amazon Studios, Target, Nike, National Basketball Association (NBA), Women's National Basketball Association (WNBA), Home Box Office (HBO), and FX Networks.
- Served as Director and Director of Photography for the Grammy-nominated 2023 docu-series, "Talking Change with Titi Loke".
- Develop and execute content at all stages of production, including script development, creative brief analysis, budget compliance, and production schedules.
- Oversee teams of up to twenty (20) independent contractors for large-scale engagements, managing day-to-day productions and tailoring deliverables based on client needs.

Multimedia Content Producer

Johnson Publishing Company Inc., Chicago, IL

Sept 2015 – May 2017

- Served as lead producer for video content across all EBONY and JET brand platforms, including viral content, reaching up to 2.4M views across social media.
- Conducted interviews, captured images, and documented behind-the-scenes footage for several EBONY cover stories, working with celebrities such as Kevin Hart, Russell Westbrook, Chance the Rapper, Jurnee Smollett-Bell, and the cast of *Queen Sugar*.
- Wrote daily news content for EBONY and JET Magazine's digital and social media platforms.
- Directed and produced the following limited series web content: *Fast Forward*, *Top Coat*, *Jet Suite*, *In Our Cities*, *In My Lifetime*.
- Captured print images, behind-the-scenes footage, and conducted interviews with EBONY Power 100 cover stars, including Simone Biles, John Legend, Nas, and Ava DuVernay.
- Produced advertorial content with nationally recognized brands, such as Vagisil, Nationwide Financial Services, and the African American Film Critics' Association (AAFC).
- Managed EBONY's and JET's content management software (CMS) to ensure search engine optimization (SEO) tagging, image repository tracking, content creation, and publishing schedules.

AWARDS

40 Under 40 Black Women's Professional League 2019
Chicago/Midwest Emmy Award 2021
Chicago/Midwest Emmy Nomination 2022

COMMUNITY INVOLVEMENT

Far'Falla Girls
Board Member
2015

OTHER SKILLS...

Film Direction
Cinematography
Storytelling
Script Analysis
Production Coordination
Set Design and Management
Talent Direction and Coaching
Creative Collaboration
Industry Trends
Film Genre Knowledge
Film Festival Submissions
Photography Techniques
Lighting and Composition
Portrait Photography
Studio Photography
Storyboarding
Video/Audio Signal Management
Mentoring/Training
Creative Vision
Camera Builds/Troubleshooting
OBS & Restream Software
CMS (WordPress, WIX, Squarespace)

Additional Production Experience

2025

Cam Op/Drone, Black Women in Music, Los Angeles, CA Connie Orlando Foundation
Cam Op, Leading Women Defined Conference, Dana Point, CA Leading Women Defined
Director/DP Beatrice Kamau, Resource Rural
Director/DP DeWayne Perkins Comedy Special, DeWayne Perkins x Lisa B Productions

2024

Director, "HIV and the Journey Towards Zero: Part Three" Documentary, Chicago Department of Public Health
Director/DP, "Skittles Pride" Commercial Campaign, Weber Shandwick
DP/Editor "DSG x TOGETHXR" Chicago and Los Angeles, TOGETHXR and Dick's Sporting Goods

2023

Director, "[HIV and the Journey Towards Zero: Part Two](#)" Documentary, Chicago Department of Public Health
DP, "Point Forward Podcast" Series, [Joe FreshGoods](#), [Spice Adams](#), [Nikola Vucevic](#)
DP, "[Type 2 Diabetes](#)," [Trauma-Informed Response](#)," "[Treatment for Opioid Use](#)" Docuseries, New England Journal of Medicine

2022

Director, "[All In Illinois](#): On the Fence" Campaign, Tessa Films x Illinois Department of Health Director, Writer, Executive Producer, "[Her Voice](#)" Short Film, Kiliad Films
Director, "[HIV and the Journey Towards Zero](#)" Documentary, Chicago Department of Public Health
Director, DP, "[Talking Change: Titi Lokei](#)" Audio Network
DP, "WNBA All-Star Weekend 2022" Voltage Management
Director, DP, "[Lyft E-Bikes](#)", Hardpin Media
B Camera, "Impact ATL" Reality Show, BET+
DP, "Sketchcism: Mor Laughter Please!" Web Series, B Mor Productions

2021

Director, "[All In Illinois](#)" Campaign, Tessa Films x Illinois Department of Health
Director, "More Than Just Words" Campaign, Tessa Films x Novartis
Director, "[Chicago: Unspoken](#)" Campaign, Tessa Films x Chicago DCASE
Director, "Kings and Queens of Karlov" Tessa Films x Off The Street Club x OKRP DP, "Celebrate/Welcome To" Campaign, [Yessenia Carreon](#), [Jyoti Chand](#), Target
DP, "InnovCares Grows", Google Play
DP, "American Crime Story: Impeachment" Behind the Scenes EPK, FX Networks
B Camera, Assistant Camera, "I'll Be Gone in the Dark: Special Episode", HBO

2020

Director/DP, "[America the Beautiful](#)" campaign video, Joe Biden for President
Director, "[Alt Space Chicago](#)", Nike Chicago x Gumbo Media

2019

B Camera Operator, "My Life" Mary J. Blige Documentary, Amazon Studios
Camera Operator, "Surviving R. Kelly Part II: The Reckoning", Bunim/Murray Productions
DP, "Sex Is A God Thing", web series pilot
Director/Producer, "[If Cities Could Dance: Chicago](#)", KQED
DP/Editor, "Black Feminist" documentary

2018

Director, "Demons", short film
Director/DP/Editor, "Behind the Silence", short film

2017

Director/Writer/Executive Producer, "FEAR", short film

2014

DP/Editor, Unique Outlook
DP/Editor, JET Magazine