

Tony Bell

Charleston, South Carolina

Portfolio: <https://belldigitalmedia3.wixsite.com/website>

PROFESSIONAL SUMMARY

Award-winning Video Producer and Content Strategist with more than 20 years of experience producing broadcast, commercial, documentary, and digital media content from concept through final delivery. Proven success leading every stage of production including creative development, cinematography, directing, editing, motion graphics, and post-production while collaborating with clients, marketing teams, and executive stakeholders.

Recognized for translating business objectives into compelling visual stories that increase audience engagement and strengthen brand identity. Combines advanced production expertise with an academic background in physics and professional IT certifications, bringing a unique blend of technical problem-solving, creative innovation, and operational leadership.

Seeking a senior leadership role in video production, creative services, marketing, or media operations.

CORE COMPETENCIES

- Creative Direction & Storytelling
- Video Production Management
- Commercial & Branded Content
- Corporate Communications
- Cinematography
- Video Editing & Color Grading
- Motion Graphics
- Broadcast Production
- Documentary Production
- Client Relations
- Production Planning & Scheduling
- Budget & Resource Management
- Team Leadership
- Digital Content Strategy
- AI-Assisted Video Production
- Adobe Creative Cloud
- DaVinci Resolve Studio
- Media Asset Management
- YouTube & Social Media Content

PROFESSIONAL EXPERIENCE

Commercial Producer

WCBD – Nexstar Media Group | Charleston, SC | 2022–Present

Lead commercial production for one of the region's leading television stations, delivering broadcast and digital marketing campaigns for clients across multiple industries.

Key Contributions

- Produce television commercials and branded video campaigns from concept through final delivery.

- Partner with clients and sales teams to develop creative strategies that align with marketing objectives and brand messaging.
- Direct studio and field productions, managing crews, lighting, audio, talent, and production logistics.
- Edit broadcast-quality content including color correction, audio mixing, motion graphics, and platform-specific deliverables.
- Manage project schedules, production timelines, media assets, and quality assurance throughout the production lifecycle.
- Create content for broadcast, streaming, websites, YouTube, and social media platforms.
- Utilize AI-powered production tools, including Waymark, to improve production efficiency and creative workflows.
- Maintain the station's YouTube presence and digital video library.
- Operate professional cinema cameras, lighting systems, and audio equipment.

Software

Adobe Premiere Pro • After Effects • Audition • Media Encoder • DaVinci Resolve Studio

Owner / Executive Producer

Bell Digital Media | Charleston, SC | 2004–Present

Founded and operate a full-service video production company serving government agencies, nonprofit organizations, educational institutions, and commercial clients.

Representative Clients

- City of Charleston
- College of Charleston
- Preservation Society of Charleston
- Charleston Fashion Week
- Miami Fashion Week

Key Contributions

- Lead all aspects of client engagement, creative development, production, and post-production.
 - Produce promotional, documentary, educational, and corporate video content.
 - Develop scripts, production plans, budgets, and creative concepts tailored to client goals.
 - Direct location productions while overseeing cinematography, lighting, and audio capture.
 - Deliver polished final products optimized for broadcast, web, social media, and marketing campaigns.
 - Build long-term client relationships through reliable project execution and creative collaboration.
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Adjunct Professor – Arts Management

College of Charleston | 2015–2018

- Designed and taught undergraduate courses in arts management and media production.
- Mentored students in creative development, project management, and professional practices.
- Developed curriculum incorporating current production technologies and industry trends.

- Evaluated student performance while fostering collaborative and inclusive learning environments.
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Adjunct Professor – Media Arts

The Art Institute of Charleston | 2008–2018

- Taught cinematography, lighting, audio production, editing, storytelling, and digital filmmaking.
 - Provided hands-on instruction using professional production equipment and Adobe Creative Cloud.
 - Supervised student productions from concept development through post-production.
 - Prepared graduates for careers in television, film, commercial production, and digital media.
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EDUCATION

Master of Science, Applied Physics

Appalachian State University

Bachelor of Arts, Physics

College of Charleston

CERTIFICATIONS

- CompTIA Security+
 - CompTIA Network+
 - CompTIA A+
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TECHNICAL SKILLS

Adobe Premiere Pro • After Effects • Audition • Media Encoder • DaVinci Resolve Studio • Photoshop • AI Video Tools (Waymark) • Professional Cinema Cameras • Lighting Systems • Audio Recording • Media Asset Management • Broadcast & Digital Delivery

PORTFOLIO

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