

RACHEL SMITH

CREATOR • PRODUCER • HOST

PROFILE

I am an Emmy nominated producer, host, and dynamic creative storyteller *obsessed* with creating viral moments that ultimately lead to lives changing, for the better.

PHILOSOPHY

"Don't downgrade your dreams just to fit your reality. Upgrade your conviction to match your destiny."

Stuart Scott

University of Miami
Class of 2020

Broadcast Journalism,
Sports Administration & Sports
Medicine

CONTACT INFO.

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WHAT I DO BEST

- Content Creation
- Film + Photography
- Social Media (Instagram, Facebook, Twitter, SnapChat, TikTok, YouTube, LinkedIn)
- Adobe Creative Suite (Premiere, Photoshop, After Effects)

EXPERIENCE

Currently **MIAMI DOLPHINS • ASSOCIATE PRODUCER**

- Produced videos with over **1 million views** on YouTube surrounding the 2021 NFL Draft
- Increased following on TikTok by **30% in two months**, led efforts that resulted in **most growth in engagement by any NFL club on TikTok** in Summer 2021
- **Created 'Drip Report'** segment on Dolphins Today YouTube show that merges the natural crossover of sports and fashion
- Facilitated partnership with Nike during 'NextUp' series with high school athletes

GIRLS OF THE GAME • HOST & PRODUCER

- GOTG is a digital series that documents the incredible stories of women in sports such as Taylor Rooks, Joy Taylor, MJ Acosta, Megan Olivi and more!
- Since it's conception in April 2020 it has garnered over **68,000+** impressions on YouTube, **10,000+** minutes watched on IGTV and **70,000+** impressions on Instagram

BALLR PRODUCTIONS • CEO & LEAD CONTENT COORDINATOR

- Shot and edited multiple videos documenting **Tobias Harris**, Sybrina Fulton's campaign for the city of Miami and more!
- **Content creation** for influencers and creatives looking to expand their digital footprint
- Hosted holiday virtual zoom fundraiser for Malcolm Jenkins's Foundation

Summer '20 **ESPN • CREATIVE MARKETING INTERN**

- Assisted in asset collection and script writing for "tune in" based marketing campaigns surrounding the return of sports (NBA, College Football, US Open)
- Contributing member of the diversity and inclusion taskforce

Spring '16- '20 **UMTV'S THE CULTURE • FOUNDER & EXECUTIVE PRODUCER**

- Originator of University of Miami's **first Black television show**
- Produced, edited, and fashioned over 10 segments highlighting the experience of students of color with an average of **over 10,000 impressions**
- Became an Emmy nominated producer for Season 4, Episode 3

Fall '19- Spring '20 **MIAMI DOLPHINS • GAME DAY VIDEO ASSOCIATE + GAME LOGGER**

- Assisted in the production of "**The Grind**" a series following the Miami Dolphins cheerleaders
- Logged footage for all Miami Dolphins games using CatDV

Fall '19 **SUPER BOWL HOST COMMITTEE • COMMUNICATIONS INTERN**

- **Produced, filmed, and edited** video campaigns highlighting the Super Bowl coming to Miami
- Facilitated communications between partners of the SBHC and the media

Summer '19 **MADISON SQUARE GARDEN NETWORK • DIGITAL MEDIA ASSOCIATE**

- Lead producer on Snapchat **growing following from 2 to 7,000 viewers**
- Pre-production researcher and website content editor
- Assisted with industry leading MSGGo app by extending EPGs

Summer '18 **BLEACHER REPORT • SOCIAL STORIES INTERN**

- Managed the SnapChat account and wrote copy for posts with **daily views of over 11 million**
- Produced videos across all social media platforms featuring gymnast **Angel Rice & Dyckman Basketball Court**