

# Charles “Chuck” White

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Location: North Carolina (Willing to travel) | [Portfolio](#)

## PROFESSIONAL SUMMARY

Versatile and experienced content director with over 15 years in digital content creation, including long-form editorial, brand storytelling, and video production. Proven leader with a deep understanding of digital channels and a passion for creative, culturally-relevant storytelling. Skilled in managing cross-functional teams, driving brand awareness, and leading content initiatives from ideation to rollout. Adept at building strategic content plans, nurturing talent, and leveraging data analytics to optimize performance. Experienced in sports, entertainment, news, and branded content.

## EXPERIENCE

Founder & Lead Editor

Whitehouse Films LLC, North Carolina | 2018 - Present

- Direct all creative, content, and marketing efforts for a diverse array of clients, including Essence Magazine, BET, MTV2, and NFL Films.
- Create and execute multi-platform content strategies for brands, overseeing editorial calendars, video production, and cross-functional team collaboration.
- Spearhead content that increased client engagement, including branded content, social media campaigns, and documentary projects.
- Manage client relationships and lead production teams, ensuring consistent and cohesive brand storytelling across digital platforms.
- Notable projects include the BET Awards, Essence Fest video packages, and “Demario’s Devoted Dreamers” docuseries for NFL Films.

Senior Video Editor & Content Producer

BET Networks, New York, NY | 2012 - 2018

- Led editorial and promotional content creation for award shows, branded campaigns, and news specials.
- Collaborated with marketing and creative teams to produce culturally relevant content that aligned with brand voice and drove audience growth.
- Developed content strategies for digital and broadcast channels, overseeing the production of promotional videos and long-form content.
- Managed the content production process, including setting KPIs, tracking performance metrics, and optimizing creative based on audience insights.
- Notable contributions include editing BET’s nightly news show and major promotional campaigns for shows like “Love & Hip Hop.”

Freelance Video Editor

Fox News Channel, Arise News MSNBC, BET, Viacom | 2001 - 2012

- Provided post-production editing services for national networks and digital platforms.

- Produced high-quality video packages, promos, and editorial content, contributing to the success of various high-profile media campaigns.
- Gained AVID Masters certification and applied expertise across multiple platforms, working with cross-functional teams to meet tight deadlines.

## **EDUCATION & CERTIFICATIONS**

- A.A. in Communications, Essex County College
- AVID Masters Certification, Future Media Concepts NYC
- Adobe Creative Suite, DaVinci Resolve, Avid Media Composer Certified
- Premiere Pro and After Effects User Certification

## **SKILLS**

- Digital Content Strategy & Production
- Long-form Editorial & Video Production
- Team Leadership & Talent Development
- Cross-Functional Collaboration
- Data Analytics & KPI Tracking
- Branded Content & Storytelling
- Adobe Creative Cloud, AVID, DaVinci Resolve
- Social Media Management

## **NOTABLE PROJECTS**

- “Smoke - Marijuana & Black America” (Documentary, BET/Swirl Films)
- “Demario’s Devoted Dreamers” (3-Part Docuseries, NFL Films)
- BET Hip Hop Awards “Reclaim the Vote” Ads
- “Beyond Limits: This is Football” (CBS, GLAAD Award Nominee)
- “60 Years Uninterrupted with Gamble, Huff & Bell” (BMI)
- PJ Morton Biography (Revolt Network)