

# JOE CHITEL

Creative Director / Producer / Editor

☎ +1-262-623-2355 @ jchitel12@gmail.com 🌐 www.joechitel.com 📍 Los Angeles

## EXPERIENCE

### Creative Director/Producer/Editor

#### The CW Network

📅 09/2018 - Present 📍 Burbank, CA

- Led full-cycle creative development for branded campaigns across The CW and CW Sports, including social, on-air, sales, and sports content. Owned ideation, copywriting, pitching, and execution, while directing editorial strategy and overseeing a cross-functional team. Created high-impact sizzle reels and social-first content that drove engagement and brand visibility. Partnered with major brands such as Disney, Warner Bros., Verizon, Microsoft, Instagram, and more.

### Creative Director/Producer/Editor

#### Independent Contractor – Media & Marketing

📅 06/2012 - Present 📍 Los Angeles, CA

- Provided creative direction and led production on a wide range of independently contracted projects for major brands including Amazon, YouTube, Disney, and Warner Bros. Produced and edited content for network television (TLC, Lifetime) and spearheaded brand marketing initiatives for Amazon's Prime Video, Games, and Podcasts. Developed social content for high-profile talent, including Tim McGraw's TikTok and Instagram, while also supporting independent and nonprofit storytelling initiatives.

### Writer/Editor (Documentary)

#### YouTube Originals

📅 12/2018 - 10/2019 📍 Los Angeles, CA

- Edited the YouTube Originals documentary CLAIRE — a powerful short film chronicling a young woman's battle with Cystic Fibrosis and her legacy as an influencer. Led all aspects of post-production, including narrative development, editing, graphics, sound design, and color finishing.

### Lead Producer/Editor

#### Shareability

📅 06/2017 - 09/2018 📍 Marina del Rey, CA

- Served as Lead Producer/Editor at a Southern California agency specializing in social, integrated, and influencer-driven marketing. Led concept development and execution of breakthrough campaigns designed to cut through social media clutter. Collaborated with major brands including Adobe, Hyatt, Sony Pictures, Cricket Wireless, and the Olympic Channel.

## EDUCATION

### Bachelor of Science

#### University of Wisconsin - Oshkosh

📅 09/2008 - 05/2012 📍 Oshkosh, WI

- Major: Film/TV/Radio Minor: Creative Writing
- University of Wisconsin - Oshkosh

## SKILLS

Adobe Premiere, Avid Media Composer, Final Cut Pro, DaVinci Resolve, Adobe PhotoShop, Adobe After Effects, YouTube, Instagram, TikTok, X, Facebook, Social Media Marketing, Integrated Marketing, Content Creation

## SUMMARY

I'm a hands-on creative leader with over a decade of experience producing and editing content that actually connects, across TV, film, and digital platforms. I've had the chance to lead some truly exciting, high-impact campaigns for brands like Disney, Microsoft, YouTube, Universal, and Verizon, creating work that's earned billions of views and sparked real engagement. My sweet spot is short-form, story-first content that stops thumbs and starts conversations, whether it's a sizzle reel, branded doc, or social-first campaign. I thrive in fast-moving, collaborative environments and love nothing more than turning a smart idea into something bold, memorable, and effective. I'd be thrilled to bring that energy to a team that's ready to push boundaries and make something great.

## STRENGTHS



### Multiplatform Campaign Execution

Expert in orchestrating seamless multiplatform campaigns, ensuring a cohesive and engaging brand experience across on-air, digital, and social channels.



### Sizzle Reel Production

Master of crafting compelling sizzle reels that captivate audiences, evoke emotion, and leave a lasting impact.



### Campaign Management

Proven leader in managing high-priority campaigns simultaneously, expertly navigating tight deadlines while maintaining exceptional quality and creative integrity.



### Storytelling & Audience Engagement

Innovative storyteller dedicated to audience-first content, driving deep engagement and fostering authentic connections between brands and their audiences.

## FIND ME ONLINE



### Website

<http://www.joechitel.com>



### Linkedin

<https://www.linkedin.com/in/joe-chitel>