

SHANICE PARKER

CREATIVE DIRECTOR | CREATIVE STRATEGIST

New York, New York | hello@shaniceparker.com

LINKS

[Portfolio](#), [LinkedIn](#)

PROFESSIONAL SUMMARY

Creative Director and Strategist with 12+ years of experience developing original concepts, visual narratives, social content, campaigns, and creative strategies across music, entertainment, photography, digital media, and branded content. Experienced leading creative development from insight and concept through pre-production, production, post-production, and final execution. Proficient in Adobe Photoshop and Premiere Pro, with hands-on experience directing photo and video projects, developing visual treatments, and shaping creative across social and digital platforms. Skilled at translating cultural insights and audience behaviors into compelling creative ideas while collaborating with clients, artists, creators, production partners, and cross-functional teams. Experienced mentoring emerging creatives and presenting creative concepts and strategic recommendations to clients and stakeholders.

CORE COMPETENCIES

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| • Creative Direction & Concept Development | • Visual Storytelling & Creative Development | • Social & Digital Content Strategy | • Creative Production & Production Management |
| • Campaign Development | • Photo & Video Creative Direction | • Creative Briefs & Visual Treatments | • Audience & Cultural Insights |
| • Social Media & Platform Strategy | • Client Presentation & Partnership | • Creative Team Leadership & Mentorship | • Cross-Functional Collaboration |
| • Content Development & Storytelling | • Research & Trend Analysis | • Creative Presentations & Deck Development | • Project & Production Management |
| • Adobe Premiere Pro | • Adobe Photoshop | • PowerPoint | • Social Media Platforms: Instagram, Facebook, X, TikTok, & YouTube |
| • Digital Content Production | • Google Workspace | • AI Tools: Chat GPT & Gemini | |

PROFESSIONAL EXPERIENCE

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| FOUNDER & CREATIVE DIRECTOR, Billz Productions
New York, NY | 2014 to Present |
| <ul style="list-style-type: none">• Lead creative development and direction for photography, music, entertainment, social, digital, and branded content projects, translating client objectives and audience insights into original concepts and compelling visual narratives.• Conceptualize creative ideas from initial insight through execution, conducting audience, cultural, and trend research to inform campaign ideas, creative briefs, narrative direction, visual treatments, and production requirements.• Collaborate with clients, artists, creators, photographers, videographers, editors, designers, and production partners to shape creative concepts, present strategic recommendations, incorporate feedback, and maintain the overall creative vision.• Oversee creative execution from pre-production through post-production, directing visual development and coordinating teams, budgets, schedules, production logistics, resources, and final deliverables to ensure alignment with creative objectives.• Create and implement multi-platform content strategies across Instagram, TikTok, YouTube, X, and Facebook, adapting creative storytelling to platform-specific audiences, behaviors, and formats.• Spearheaded an audience-focused Instagram content strategy for Billz Productions' 10-Year Anniversary Campaign, creating organic content and running paid advertising to generate 12,555 views, reach 5,586 accounts, and drive a platform-reported 24,186% increase in accounts reached, with 71.3% of views coming from non-followers.• Optimized Instagram content strategy to increase non-follower reach by 5,000% and impressions by 1,089% between January 1 and February 16, 2024, reaching 1,877 accounts and generating 7,409 impressions.• Mentor emerging creatives and foster collaborative environments that encourage experimentation, creative problem-solving, storytelling, and stronger visual work. | |

VENDOR COORDINATOR, New York Edge**2019 to 2021**

New York, NY

- Coordinated cross-functional initiatives across 130 NYC after-school programs, partnering with internal departments, external vendors, and program stakeholders to execute organization-wide projects.
- Managed vendor and stakeholder partnerships while coordinating budgets, timelines, deliverables, resources, and project requirements across multiple concurrent initiatives.
- Collaborated across departments to identify project needs, coordinate resources, develop execution plans, and ensure initiatives were delivered effectively.
- Produced and coordinated a 1,500-recipient company newsletter, translating organizational information into clear and engaging written content for a broad internal audience.
- Organized project information, timelines, deliverables, and communications to support efficient collaboration across internal teams and external partners.

PRODUCTION SPECIALIST, New York Edge**2016 to 2019**

New York, NY

- Developed and produced student-centered creative projects, translating concepts into compelling visual narratives and storytelling experiences.
- Produced a student-led project showcased at the Tribeca Film Festival, taking the project from creative development through production and final presentation.
- Mentored middle school students in storytelling, media production, and creative development, helping emerging creatives transform ideas into completed creative work.
- Coordinated production logistics including scheduling, equipment, staffing, vendor communication, and project execution.
- Facilitated creative programming focused on ideation, collaboration, visual storytelling, and creative expression.
- Partnered with staff and students to develop creative concepts and guide projects from initial idea through completion.

VIDEOGRAPHER & COMMUNICATIONS EDITOR, Freelance / Blame Ebro**2016 to 2017**

New York, NY

- Developed and produced visual content translating creative concepts into engaging narratives for web, YouTube, and digital audiences.
- Collaborated with on-camera talent and celebrity figures to execute creative concepts while maintaining the intended creative direction, visual language, and tone.
- Managed post-production workflows, editorial development, and digital publishing to deliver timely content across platforms.
- Adapted visual storytelling and content for digital audiences and platform-specific viewing experiences.

SELECTED CREATIVE & STRATEGY WORK

DHANHA — COMMERCIAL PHOTOGRAPHY CREATIVE BRIEF

Developed a strategic creative brief supporting a client's expansion into commercial photography as a new revenue stream. Defined target audiences, business objectives, brand positioning, creative territories, deliverables, timeline, team requirements, and production resources. Identified streetwear, beauty, lifestyle, and authentic everyday imagery as creative territories designed to position the client as an approachable and relatable personality for agencies and social audiences.

EMMA CLAYE — “TIRED” MUSIC VIDEO CREATIVE TREATMENT

Developed the creative treatment for a music video exploring emotional exhaustion, resilience, and self-acceptance from the perspective of Black women. Defined the narrative arc, emotional beats, visual language, aesthetic direction, movement, camera approach, and production execution. Integrated artist input and translated the strategic concept into a detailed visual framework guiding the video's creative direction.

BILLZ PRODUCTIONS ANNIVERSARY CAMPAIGN

Developed and executed a multi-platform creative campaign across YouTube, Instagram, TikTok, X, and Facebook, using audience insights, platform behaviors, and creative storytelling to strengthen engagement, expand content discovery, and reach new audiences.

EDUCATION

State University of New York at New Paltz**2009 to 2013**

Bachelor of Arts, Communications and Media Studies / Black Studies

CERTIFICATION

Google Ads Search Certification, Google Skillshop