

GREG SMUCKER

WRITER FOR EDUCATIONAL VIDEO, AUDIO, AND PRINT

CONTACT

617-983-8686
greg@gregsmucker.com
gregsmucker.com/education

PROFILE

Highly creative, award-winning copywriter and scriptwriter with extensive experience as a stage director and educator in theater and opera. Strengths include crafting narrative scripts, writing with humor, creating memorable characters, and telling compelling stories with minimal vocabulary for English Language Learning courses.

SKILLS

Writing for video, audio, print
Directing audio recording
Creative conceiving
Writing for narrative video
Writing for humor
Scripting for English Language Learning projects

EDUCATION

University of Minnesota
M.F.A. Directing for the Theater
August 1993

Goshen College
B.A. Communications/Theater
August 1986

CLIENTS AND PROJECTS (PARTIAL)

Cambridge University Press – English Language Learning

- Audio scripts for Cambridge English Empower, 2019
- Video scripts for Passages, 2012
- Video scripts and student book copy for Four Corners, 2010

Pearson

- Video scripts for *Top Notch*, 2022 & 2005
- Video scripts for *Big English*, 2012
- Video scripts for *Professionalism: Real Skills for Workplace Success*, 2010
- Video scripts for *Sociology* textbook, 2008

McGraw Hill

- Video scripts for *ICON: International Communication Through English*, 2005

McDougal Littell

- Video scripts for *¡Avancemos!*, 2006

Houghton Mifflin Harcourt

- Video scripts for *Family Engagement* program, 2015

EPS School Specialty

- Video scripts for *Making Connections Intervention*, 2008

Botwin LifeSkills Training

- Interactive, animated scripts for *LifeSkills Training*, 2008

John Wiley & Sons

- Video scripts for *Abnormal Psychology* textbook, 2008

GREG SMUCKER

Resume, Page 2

ADDITIONAL WRITING EXPERIENCE

Freelance writer/director

1999 to present

Copywriting for video, radio, web, direct, print, and more for clients including Google, Dow Jones, Food Network, Harley Davidson, A&E, Ocean Spray, LoJack, Boston University, The Rockettes, Eastern Bank, Boston Children's Hospital Trust, GE Healthcare, Dell EMC, Spectrum Enterprise, and more

Associate Creative Director (interim)

Dickinson Direct, Braintree, MA, June 2000 – January 2001

Creative direction, conceptual work and senior level copywriting on direct response advertising

Creative Director/ Chief Operating Officer

Media Rare, Minneapolis, MN, 1990 to 1999

Copywriting and creative direction for video, radio, and print projects and management of staff, finances, accounts, and new business development

TEACHING AND DIRECTING EXPERIENCE

Co-Artistic Director

Boston Opera Collaborative, 2014 to present

Administration, stage direction, production management

Instructor, Acting

American Institute of Musical Studies, Graz, Austria, 2013 to 2022

Acting instruction for singers in a summer opera program

Faculty Stage Director & Director of Production

New England Conservatory of Music, 2005 to 2012

Acting instruction, stage direction, production for operas

Managing Director and Stage Director

15 HEAD – a theatre lab, Minneapolis, MN, 1996 to 1999

Administrative management and stage direction for a non-profit experimental theatre company

Instructor

University of Minnesota, 1993

Instruction in Beginning Stage Direction for undergraduates