

# GREG SMUCKER

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WRITER FOR EDUCATIONAL VIDEO, AUDIO, AND PRINT

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## CONTACT

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

## 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

## 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.

## 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

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## 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