


Joe Chitel

Sr. Writer/Producer/Editor

Seasoned writer/producer/editor, skilled in engaging and creative storytelling on-air, online, and on social media. Specializing in social and integrated marketing, I have successfully led teams in ideation, execution, and distribution of "break-through" campaigns, resulting in billions of views & engagements. My multifaceted approach to content creation positions me as an ideal candidate for energizing creative teams and excel at problem-solving under tight deadlines.

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Los Angeles 

www.joechitel.com 

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SKILLS

Premiere Pro

Photoshop

After Effects

Avid Media Composer

Final Cut Pro

YouTube

Instagram

TikTok

X (Formally Twitter)

Facebook

DaVinci Resolve

Social Media Marketing

Branded Entertainment

WORK EXPERIENCE

Sr. Writer/Producer/Editor - Marketing

The CW Network

09/2018 - Present

- Responsible for leading ideation, pitch proposal and execution of all branded projects for The CW and CW Sports brands.
- Executing/Overseeing editorial for the branded team & managing client feedback/partnership creative.
- Write/Produce/Edit Upfront Sizzle Reels for The CW Network including Sales and Sports.
- Clients include: Disney, Warner Brothers, Verizon, Universal, Microsoft, Instagram, Frito Lay, BEN group, and others.

Writer/Editor

YouTube Originals

12/2018 - 10/2019

Editor of the YouTube Originals Documentary: 'CLAIRE'

- Edited documentary short of a young woman's battle with Cystic Fibrosis and her final days as an influencer who refused to be defined by her diagnosis.
- Tasked with finding the films narrative, all post production, and finishing (Graphics/Sound/Color)

Lead Producer/Editor

Shareability

06/2017 - 09/2018

Marketing Agency focused on Social, Integrated, and Influencer Based Marketing Campaigns

- Lead Producer/Editor for a SoCal Marketing agency.
- Tasked with ideation/execution of groundbreaking social marketing campaigns designed to break through the noise of users social feeds. Clients include: Adobe, Hyatt, Sony Pictures, Cricket Wireless, Olympic Channel and others.

Producer/Editor

Freelance

06/2012 - Present

- Producer/Editor on TLC/Lifetime Reality TV Programs.
- Content Creator for Tim McGraw's Personal TikTok & IG.
- Content creation for smaller, independent profile projects and non-profit organizations.

EDUCATION

Bachelor of Science - Major: Film/TV/Radio Minor: Creative Writing

University of Wisconsin - Oshkosh

09/2008 - 05/2012