

Shannon J. Love

EXECUTIVE PRODUCER · WRITER · DIRECTOR · SHOWRUNNER · SPEECHWRITER

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EXECUTIVE SUMMARY

Award-winning executive producer, storyteller, and development executive with **25+ years** creating high-impact unscripted, documentary, branded, live-broadcast, and reality content for VH1, BET, MTV, TV One, Bravo, CMT, HGTV, Viacom, and Goldman Sachs campaigns. Pioneered TV One's first **\$1 million** reality production, leads cross-functional creative teams from concept through delivery, and shapes culturally resonant narratives that merge entertainment, journalism, identity, and emotional truth. Currently serves as Creative Director for the Financial Influencer Network (FIN), extending that storytelling depth into financial media.

25+ YEARS · \$1M+ BUDGETS LED · 100+ LIVE BROADCASTS · 8+ NETWORKS

CORE COMPETENCIES

Executive Production — Executive Producing, Showrunning, Strategic Planning, Budget Oversight (\$1M+), P&L Accountability, Network Notes Management, Greenlight Process, Talent Relations, Production Leadership, Crew Hiring (15+)

Story & Editorial — Story Producing, Editorial Development, Character Development, Scriptwriting, Story Architecture, Series Bible Architecture, Treatments & Pitch Decks, Pilot Development

Production Operations — Live Broadcast Direction, Live-to-Tape Production, Control Room Management, Multi-Camera Coordination, Field Production, Post-Production Supervision, Multi-City Production

Creative Development — Original Series Development, Documentary Production, Reality Television, Branded Content, Social-Impact Storytelling, Franchise Building

Leadership — Cross-Functional Leadership, Team Building, Mentorship, Stakeholder Management, Executive Communication, DEI Storytelling, Decisive Under Pressure

PROFESSIONAL EXPERIENCE

Creative Director — Financial Influencer Network (FIN)

Remote / NY · Current

- Lead FIN's creative vision, bringing 25+ years of storytelling and production experience to financial media.
- Transform financial expertise into compelling, culturally relevant content designed to educate, engage, and influence audiences.

Director of Development — Birds Eye Entertainment, Inc.

Brooklyn, NY · 2016/2018–Present

- Lead producer team and original-content development for a full-service NYC company servicing Bravo, MTV, CMT, HGTV — evaluating 50+ pitches and greenlighting 8 projects.
- Manage \$100K–\$500K budgets across TV, film, and live event production.
- Authored treatments including *Houston's: Unhindered*, a docuseries on the Whitney Houston family legacy.
- Directed 12+ TV/digital projects in 18 months — secured 3 pilot orders.

Assistant Director, Live Broadcast — Christian Cultural Center

Brooklyn, NY · Jan 2023–Present

- Direct technical operations for 100+ weekly live broadcasts at NYC's largest Evangelical church (40,000 members), reaching 10,000+ weekly viewers with 99% uptime.
- Coordinate real-time multi-camera coverage, graphics, server playback, and 30-second-accuracy segment timing.
- Engineered Yamaha CL5/QL5 and Shure ULX-D audio workflows, reducing troubleshooting incidents by 35% over 24 months.

Story Producer — Girls Cruise, Big Fish Entertainment / VH1

New York, NY · Mar 2019–Aug 2022

- Crafted narrative arcs for VH1's Girls Cruise featuring Lil' Kim, Mýa, and Chilli (TLC). Conducted 200+ interviews → 11 episodes reaching 700K–1.2M viewers each.
- Series won **Best Entertainment Show — National Film & TV Awards**; nominated, Guild of Music Supervisors Awards.
- Praised by Vogue ("our next obsession") and Glamour ("addictive").

Senior Producer / Producer — Hot Snakes Media (MTV)

New York, NY · Mar 2018–Aug 2022

- Produced 25+ reality TV episodes with budgets up to \$250K, end-to-end on Avid Media Composer + Frame.io.
- Directed story arcs for the reboot of True Life: Gun Control — coordinated nationwide production across Sandy Hook, Parkland, and Chicago.

Content Producer — Rock The Bells (LL COOL J)

New York, NY · Jul 2022–Oct 2022

- Produced 30+ digital video pieces for LL COOL J's global Hip-Hop platform; built a real-time post-production workflow for full-day live festival coverage.

Segment Producer — Alongi Media / Goldman Sachs, One Million Black Women

New York, NY · Feb–Mar 2021

- Produced B-roll and portrait videography for the One Million Black Women initiative — a \$10B commitment, directed by Reginald Hudlin.

Supervising Producer — The Truth with Jeff Johnson, BET/Viacom

New York, NY · Mar 2006–Jan 2009

- Supervised teams of 15+ on BET's flagship news program; directed creative and technical control-room operations, improving operational efficiency 25%.

Executive Producer / Writer / Director — I Married a Baller, TV One

Multi-city (OH·TN·GA·CA) · Mar 2005–Apr 2007

- Created, wrote, produced, and directed original reality programming — TV One's first major reality initiative and first approved \$1M+ production. Earned coverage from Entertainment Weekly.

Assistant Director — Monica: Still Standing, DuBose Entertainment/BET

New York, NY · 2009

Video Producer/Editor — Norman Finkelstein Documentation Project

New York, NY · Oct–Nov 2017

- Produced and edited politically-sensitive documentation generating 57,000+ views, 1,500+ likes, 490+ comments, with multilingual subtitles.

EDUCATION

New York University — B.A., Political Science & Africana Studies, Honors Graduate, May 2000
Certification — Trello for Video Post-Production, LinkedIn Learning/Lynda.com

AWARDS & PRESS

- ★ Best Entertainment Show — National Film & TV Awards (Girls Cruise)
- ★ Guild of Music Supervisors Awards — Nominee
- ★ Featured: Vogue, Glamour, Entertainment Weekly
- ★ Pioneered TV One's first \$1M reality series

SELECTED CREDITS

PROJECT	ROLE	NETWORK	YEAR
I Married a Baller	EP / Writer / Director / Creator	TV One	2005–2007
Famous People: Taj George	EP / Writer / Director	TV One	2006–2007
The Truth with Jeff Johnson	Supervising Producer	BET	2006–2009
Girls Cruise	Story Producer	VH1	2019
MTV True Life (incl. Gun Control reboot)	Senior Producer	MTV	2018–2022
One Million Black Women	Segment Producer	Goldman Sachs	2021
Rock The Bells Festival	Content Producer	Rock The Bells	2022

Full filmography: [imdb.com/name/nm1654311](https://www.imdb.com/name/nm1654311) · Full interactive resume & reel: shannon-j-love-resume.lovable.app