

Shannon J. Love

Executive Producer • Writer • Director • Story Producer • Development Executive

Brooklyn, NY • 718-208-3290 • sjlove@shannonjeffreylove.com

shannonjeffreylove.com • shannonj.love • shannonjlove.tv • IMDb • Medium

“Crafting stories that bridge art, identity, and insight—revealing what connects us beneath our contradictions.”

PROFESSIONAL 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, 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.

CORE COMPETENCIES

Executive Production: Executive Producing • Showrunning • Strategic Planning • Budget Oversight • Talent Relations • Production Leadership

Story & Editorial: Story Producing • Editorial Development • Character Development • Scriptwriting • Story Architecture • Treatments & Pitch Decks

Production Operations: Live Broadcast Direction • Live-to-Tape • Control Room Management • Multi-Camera Coordination • Field Production • Post Supervision

Creative Development: Original Series Development • Documentary Production • Reality Television • Branded Content • Social-Impact Storytelling

PROFESSIONAL EXPERIENCE

Director of Development — Bird's Eye Entertainment, Inc.

2016 — Present

Brooklyn, NY

- Create, write, and develop original television, documentary, and branded media for networks and corporate clients.
- Spearhead creative development for projects targeting MTV, Bravo, VH1, and independent platforms.
- Evaluate submissions and develop treatments, budgets, schedules, decks, and sizzle presentations.
- Authored treatments including Houston's: Unhindered, a docu-series centered on the Whitney Houston family legacy.

Assistant Director — Live Broadcast — Christian Cultural Center

2023 — Present

Brooklyn, NY

- Direct technical and visual operations for weekly live broadcasts and large-scale events.
- Coordinate multi-camera coverage, graphics, playback, timing, and production workflows.
- Support streaming operations reaching 10,000+ viewers with near-perfect uptime.
- Engineered Yamaha CL5/QL5 audio workflows reducing troubleshooting incidents by 35%.

Story Producer — Big Fish Entertainment (VH1)

2019 — 2022

New York, NY • Girls Cruise

- Built and tracked multi-arc storylines across cast narratives and episodic structure.
- Conducted 200+ interviews supporting editorial and character development.
- Collaborated with editors and supervising producers to shape network-ready episodes.
- Managed editorial notes, continuity, string-outs, and post-production workflows.

Senior Producer / Producer — Hot Snakes Media (MTV)

2018 — 2022

New York, NY · MTV True Life · Nonfiction Development

- Produced and developed original creative treatments, episode structures, and documentary frameworks.
- Directed story arcs for the reboot of True Life: Gun Control across multiple national locations.
- Created character analyses, stripboards, shot lists, and story architecture.
- Oversaw production workflows across 25+ episodic projects.

Content Producer — Rock The Bells

2022

New York, NY

- Produced short-form digital media supporting music, culture, and community-centered storytelling.
- Developed event-driven content aligned with the platform founded by LL COOL J.

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

2021

New York, NY

- Produced b-roll, portrait videography, and location-based storytelling assets.
- Supported campaign storytelling under the direction of Reginald Hudlin.
- Contributed to socially impactful branded media initiatives.

Supervising Producer — BET Networks / Viacom

2006 — 2009

New York, NY · The Truth with Jeff Johnson

- Supervised development, production, scripts, edits, guest bookings, and delivery.
- Managed weekly news and current-events story assignments.
- Coordinated legal/fair-use standards and copyright compliance.
- Directed creative and technical control-room operations for live and live-to-tape broadcasts.
- Oversaw teams of 15+ across editorial and production operations.

Executive Producer / Writer / Director — TV One

2005 — 2007

Silver Spring, MD · I Married a Baller · Famous People: Taj George

- Created, wrote, produced, and directed original reality programming.
- Led TV One's first major reality initiative and first approved \$1M+ production.
- Managed creative development, staffing, scheduling, talent coordination, and delivery.
- Earned strong critical recognition including coverage from Entertainment Weekly.

Assistant Director — DuBose Entertainment / BET

2009

New York, NY · Monica Still Standing

- Organized production logistics, scheduling, locations, and talent coordination.
- Supported executive producer and director in executing story beats and field operations.

Producer / Editor — Promotional & Branded — Various Clients

2016 — 2024

Remote / NY · Bounce Back Stories · Power of You Teens · Truth Promos · Advocacy Campaigns

- Produced and edited branded and social-impact media across nonprofit and advocacy clients.
- Developed concise narrative campaigns balancing audience engagement with mission-focused storytelling.

SELECTED CREDITS

Project	Role	Network
I Married a Baller	EP / Writer / Director	TV One
Famous People: Taj George	EP / Writer / Director	TV One
The Truth with Jeff Johnson	Supervising Producer	BET
Girls Cruise	Story Producer	VH1

MTV True Life	Senior Producer	MTV
Monica Still Standing	Assistant Director	BET
Beyond Beef: Jay-Z & Nas	Producer	BET
Hip Hop vs America	Producer	BET
Common Commentary	Producer	BET
Million More Movement	Producer	BET
Bounce Back Stories	Producer / Editor	Branded
Power of You Teens	Producer / Editor	Branded
One Million Black Women	Segment Producer	Goldman Sachs

TECHNICAL SKILLS

Editing & Post: Avid Media Composer · Adobe Premiere Pro · Final Cut Pro X · After Effects · Motion 5 · Frame.io

Design & Graphics: Photoshop · Illustrator · InDesign · Maxon Cinema 4D

Production Management: Movie Magic Budgeting · Movie Magic Scheduling · Trello · Microsoft Office

EDUCATION

New York University — Bachelor of Arts, Political Science & Africana Studies

Honors Graduate · May 2000

“Stories are emotional architecture. The work is not simply to entertain, but to reveal humanity with clarity, empathy, tension, and truth.” — Shannon J. Love