

Sharik Atkinson

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Summary

Director passionate about crafting compelling narratives that amplify underrepresented voices. Skilled in leading productions, managing budgets, and fostering collaborative creative environments. Proven success in film direction, creative strategy, and social media campaign execution to maximize audience engagement.

Film & Directing Experience

Director & Writer | *Bodega* (2024)

- Directed a psychodrama exploring nuanced queer relationships, highlighting intersectional storytelling beyond traditional tropes.

Director | *Echoes of Us* (2024)

- Directed a short film exploring intimacy and connection, leading all aspects of pre-production, on-set execution, and post-production.

Director | *We Kissed Once* (2025)

- Directed a Black lesbian web series, overseeing casting, visual storytelling, and creative execution to deliver authentic representation.

Director | *Man Hating Lesbians* (2025)

- Directed a TV pilot inspired by *The L Word*, blending humor and drama to explore contemporary queer narratives.

Creative Director | *Urban Outfitters Spec Commercial* (2024)

- Conceptualized and executed a visually dynamic campaign, managing art direction, storyboarding, and production teams.

Founder & Creative Director | *The Content House* | 2022 – 2023

- Founded a Black-owned production company dedicated to empowering marginalized creatives, leading a team to produce original works and host community-focused events.

Freelance Production Roles

- **2nd Assistant Director:** *Confidential Music Video*

- **Production Manager:** *KNIX Photoshoot, Lilly Barcelona Commercial*

- **Production Coordinator:** *Cake Boss, NBA Brooklyn Nets, PUMA x Black Fives, Call of Duty x Megan Thee Stallion*

- **1st Team Production Assistant:** *Manifest S4, Doctor Strange Promo*

- **Set Production Assistant:** *Law & Order SVU, Nickelodeon's The Bad Guys Promo, Apple Commercial*

Social Media & Creative Strategy Experience

Social Media Director | *Kinolime Films* | 2023 – Present

- Managed high-stakes campaigns and budgets over \$100K, ensuring cohesive branding and audience growth. Oversaw content strategy for 8 accounts, achieving an average reach of 1.2M monthly.

Social Media Producer | *Growing Pains Movie* | 2024

- Directed social media campaigns for the BIFF premiere, collaborating with influencers and media to amplify visibility.

Production Assistant | *Macy's Thanksgiving Day Parade Studio* | 2021 – 2022

- Provided logistical and creative support for large-scale productions, enhancing operational efficiency.