



CHRISTOPHER 'TRU' HOOD

New Media Journalist • Creative CEO • Cultural Architect

THE MANIFESTO: BUILT FOR GREATNESS

I am Christopher Tru Hood—a visionary, a storyteller, a man of faith, and a Chicago-born artist who refuses to be placed in a box. My journey has not been a straight path; it is a winding road filled with the kinds of struggles and heartbreaks that forge a person's spirit. Through it all, I've learned a profound truth: **purpose outweighs pain, and faith provides the strength to carry you through the darkest seasons.**

This is why my expectations are set higher than average. It's not about arrogance; it's about a deep-seated belief that the stories I tell, the art I create, and the communities I serve deserve nothing less than absolute excellence. A 4.0 GPA is not just a number—it is a benchmark for the discipline and dedication I bring to my craft. It is the standard of greatness I hold myself to because my work is more than a job; it is a calling. This media kit stands as a testament to that standard. It is a declaration of my unwavering commitment to creating authentic, impactful work that empowers, inspires, and endures.

"A child will never come to you and say, 'Mommy and Daddy, how can I pay the bills today?' They're going to come to you and say, 'Hey, I'm hungry.' My work is to feed that hunger—for expression, for visibility, for legacy."



THE CREATIVE ARSENAL: SERVICES & CAPABILITIES

MULTIMEDIA JOURNALISM: Feature articles, video packages, and documentaries that report not just on the facts of a story, but on its soul.

EXECUTIVE BRANDING: Premium photography and videography designed for artists, leaders, and entrepreneurs who need to make a powerful visual statement.

SONIC IDENTITY: Full-suite music production, songwriting, and audio engineering to craft a unique and professional sound that resonates.

CONTENT ARCHITECTURE: Developing and executing dynamic content strategies that build brands and engage communities from the ground up.

CREATIVE DIRECTION & CONSULTING: Overseeing projects from concept to completion, ensuring a cohesive and powerful final product.

PROOF OF IMPACT: EXPERIENCE & COLLABORATIONS

PORTFOLIO HIGHLIGHTS



On Set Directing



Live Performance with Zeke Locke



Photography in Action

RECOGNITIONS & HONORS

Community Impact in Media & Sound (2016): Recognized for significantly elevating the worship experience at New St. Paul Church through expert technical production.

Music & Creative Arts Leadership (2018): Acknowledged for a deep commitment to mentoring young artists and producing original, resonant gospel and R&B music.

Podcast & Digital Media Excellence (2022): Honored for developing an authentic, story-driven podcast series that gives a platform to inspiring real-life narratives.

PROFESSIONAL COLLABORATIONS & LEADERSHIP

Provided creative and technical support, from vocal performance to cinematography, for a host of renowned gospel artists including **Fred Hammond, Deitrick Haddon, The Walls Group, James Fortune, and Zeke Locke & The NuXperience**. Served in key roles shaping local arts and youth culture, including Media Director at New St. Paul Church, President of both the Drama Club and Choir at Kennedy King College, and as a beloved football and softball coach for Chicago Public Schools. Entrusted with capturing high-stakes moments as Head Cinematographer for major concerts and as an official Fan Photographer for the **Chicago Cubs during their historic 2016 World Series season**.

ANALYTICS & DIGITAL FOOTPRINT

Our digital presence is a testament to a growing and genuinely engaged community that connects with our authentic storytelling across multiple platforms. The data reflects a brand that is not just seen, but felt.

Platform / Metric	Statistic
TikTok Followers (@truhood)	6,200+
Facebook Followers	800+
YouTube Subscribers	310+
Recent Content Views (7-day avg)	2,100+
Accounts Reached (Instagram)	800+

WHAT OUR CLIENTS SAY

"This company is absolutely a 10/10 !!! 😄😄 when I tell you that this company went above and beyond for my wedding, I mean it. They really made my day." - **Jillian Lee-Sims**

"Excellent service, great environment. Astonishing quality head shots. I have contracted TruHoodStudios 3 times in the past 6 months. Very professional." - **Coquito Martinez Jr**

"Did a collab shoot with them, extremely professional, patient, and easy to work with. We captured some amazing shots that are worthy for mag publications." - **Faizan Seedat**

THE INVITATION: COLLABORATE & CONNECT

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Website: truhoodstudio.com

Socials: [TikTok](#) | [Facebook](#) | [YouTube](#)

This is more than a service; it's a partnership. For those driven by a need that cannot be ignored, for those ready to build their own opportunities, the time is now. Let's create something that lasts.