

**Skillset Profile:**

- Expert in:
    - ✓ Writing for News/Advertising, Broadcast, Digital, TV News and Sports Reporting
    - ✓ Production Staff Management – Writers, Video Editors, Illustrators/Animators, Sound Designers
    - ✓ Social Media Research
    - ✓ Project management and keeping several balls in the air
    - ✓ Hands-on Shooting, Recording, Editing audio and video (GoPro, Drone, Final Cut, ProTools, Premier)
    - ✓ FAA Certified Drone Pilot
    - ✓ Technical Standards for Video/Audio – All Formats across all Platforms
    - ✓ Digital Asset Management Best Practices
  - Collaborative, persuasive, decisive, people person; creative visually and in writing with superlative presentation skills
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**Selected Career Highlights****Most Recent****Norton Avenue – Video Production****2018 - Present****Producer/Director/Editor**

Writing, Videography, Drone Aerials and Editing

- **The Boys of Fall** – Documentary about High School football and the lessons it teaches student athletes, benefitting them later in life. The lessons include work ethic, working as a team and dealing with adversity. Writer, Producer, Videographer and Editor – current in production
- **Real Estate Drone Videography** – Selected aerials supplied to real estate agencies. These are edited into vignettes and put to music, usually posted to the agency websites
- **Construction Companies** – Before and after video pieces, either new construction or damaged properties that show the results of the construction. Every piece is different depending on the circumstances and involves time-lapse, drone, Steadicam along with music and voice overs.

**TCS – Tata Consultancy Services****2011 - 2018****Senior Media Consultant, North America**

Consulting Clients on Best Practices within Advertising, Broadcast, and Publishing

- **Aegis Media - Largest Media Company Worldwide** – Working remotely, gathered business requirements for the development of a spend scenario planning application to aid media planning in allocating budgets. Coordinated advanced analytic groups in Calcutta, development in Mumbai. project management in London and then roll out of a Spend Scenario Planning Application to 55 countries. Traveled periodically to New York and London
- **Turner Broadcasting, Atlanta, GA** – Working remotely, led a broadcast management system upgrade with resources between Alabama, New York, Australia, Mumbai and Munich. Successfully delivered response to Turner International in Hong Kong
- **Comcast/NBCU, Philadelphia, PA** – Working remotely, developed advertising strategies for partners such as Fox, Turner, Cox, etc. This included an asset repository for distribution of video ads to partners. There were periodic visits to the client in Philadelphia, Denver and New York
- **Whitepapers:** Wrote several thought leadership papers. Topics included *Spend Scenario Planning for Media*, *Second Screen – Pairing Mobility and Television*, *Real-Time – Advertising at the Speed of Thought*, *The Future of Digital Media* and more. Samples available upon request

## **Bleacher Report**

### **Featured Columnist**

**2010 - 2011**

- Primary focus was Auburn football as an analyst and writer; responsible for article ideas
- Required statistical research on opponents and Auburn statistics
- Received 15 Writer Awards for overall Bleacher Report and 4 Milestone Awards under Auburn Football
- Wrote additional pieces for BR such as *The 20 Best Tailgating Spots This Weekend*, published every Friday and featured on the enterprise website under the College Football Menu.
- Wrote 55 articles overall during the 2011 season.
- Responsible for selecting photos and videos for inclusion in the pieces

*FYI: the samples below do not contain all of the video and photo choices originally made for the articles. Some were replaced or deleted following the takeover by Turner. Also, there are more articles available upon request. These are the ones still posted to the Bleacher Report site.*

- Writing Sample 1: [College Football Rankings: Week 6's Best Games for Tailgating](#)
- Writing Sample 2: [Auburn vs. LSU: Can the Auburn Tigers Shock the World?](#)
- Writing Sample 3: [Ole Miss vs. Auburn: Can Houston Nutt Be Trusted?](#)

## **J. Walter Thompson, A WPP Company, NYC**

**2009 - 2010**

*World's oldest and 3rd largest advertising agency and agency-of-record for Ford, Johnson & Johnson, Rolex, Este Lauder, Microsoft, Wyeth, Royal Caribbean and other national brands.*

### **Director, Post Production Operations**

Hired to restructure the operation of the 65-person staff. This included video editors, audio designers, 3D and 2D animators (35 workstations), illustrators, music licensing and video technicians. Responsible for a state-of-the-art facility for distribution of all media types across all advertising platforms.

- Integrated production elements so that cross-platform campaigns could be produced efficiently. Example: TV spots automatically inserted into digital campaigns in the correct format, print elements integrated to motion graphics, etc.
- Participated in creating pitch materials for new clients. Samples available upon request
- Upgraded the facility to undertake 4K & HD content seamlessly, developing tech standards on all media types
- Developed standards within all aspects of the facility so that there was no question as to how the materials should be distributed

## **BBDO, AN OMNICOM COMPANY, NYC & Atlanta, GA**

**2001 - 2009**

*World's 2nd largest advertising agency and agency-of-record for AT&T Mobility, GE, Gillette, Mars, FedEx, Hewlett Packard, GA Lottery, REI and other national brands. Largest agency in Atlanta with the fastest growth in North America region.*

### **VP, Director of Business & Technology Solutions; BBDO Atlanta**

Responsible for bridging the gap between business and technology for BBDO domestic and international operations.

- Managed staff in the creation of an AT&T Mobility online and marketing phone photography studio, generating significant cost savings and revenue for the agency
- Designed and built an audio recording studio in-house, reducing the need for outside vendors by 80%; primarily AT&T Mobility radio spots, generating new revenue as well.
- Managed content development on multiple projects to assure timely delivery and to meet the business requirements
- Developed video pitch materials for creative teams as part of new business pursuits

### **Director, Digital Media Group & Operations Director, The Kitchen; BBDO North America, New York**

- Implemented a third-party digital asset management system, converting the agency from video tape-based to a file-based facility. Project management to assure timely delivery
- Awarded Gold Aurora and four Tellys for excellence in writing/producing/directing and editing agency video projects. See [The Journey](#)
- Brought post-production capabilities in-house with a full-service facility called "The Kitchen". Five edit suites providing Final Cut Pro, Motion, Color and ProTools audio capabilities within an XSan, 4K, HD and full routing infrastructure.

## AWARDS

- 4 Telly Awards for *The Journey*, BBDO – NY, Producing/Directing; Full version viewable at: [The Journey](#)
- Aurora Award for *The Journey*, BBDO – NY, Producing/Directing
- Gabriel Award: Best Nationally Syndicated Feature: *Lourdes, City of Miracles* at KYW-TV, Philadelphia, Writing/Producing/Directing. Excerpt: [Lourdes, City of Miracles](#)
- 13 Addy Awards: Various commercial and promotional productions at WHNT-TV, Huntsville, Producing/Directing

## PUBLICATIONS

- Featured Columnist: *Journal of DAM*
- Invited Guest Speaker: Henry Stewart DAM Symposiums in LA, NYC and London
- Featured Columnist: *Bleacher Report* – College Football
- Several Whitepapers for TCS, published on TCS.com – Various media-related topics

## EDUCATION:

- University of Alabama, Birmingham UAB – BA, Mass Communications/Journalism,
- Mississippi State University: Studied Mass Communications/Journalism

## OTHER RELEVANT EXPERIENCE

### Broadcast

- WCCO-TV, Minneapolis, MN – Executive Producer/Managing Editor for LPN (Local Program Network) Created weekly news content for national satellite distribution to over 50 national affiliates and USIA
- KYW – TV3, Philadelphia, PA - Producer/Director & Associate Program Producer – Produced over 100 segments for *Evening Magazine* the parent of the syndicated *PM Magazine*. Also Associate Program Producer, directing a 14-person IATSE camera/audio/editing team and 5 producer/directors. Awarded a Gabriel Award for Best Nationally Syndicated Feature, [Lourdes, City of Miracles](#)
- Sports Videographer – WHNT-TV19 Huntsville, AL – Shot sideline footage In Tuscaloosa, Auburn and Birmingham for the nightly news. Also, Creative Director, writing, shooting and editing spots for station clients
- News & Sports Reporter – WAPI (Now WVTM) TV13, Birmingham Alabama. Assigned as featured reporter on various entertainment, sports and breaking news topics
- Radio Producer/Announcer WBHM – Birmingham, Alabama. Produced radio documentaries and hosted a regular morning program on this NPR station.