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Strong strategic marketer focused on content creation and curation leveraging my video and design background.

## MILESTONES

- Produced over 600 videos in 4 years for **VMware**, including studio and office productions, field shoots at major trade shows, webinars and comprehensive animated projects. Managed the video studio over the second half of 2018, scheduling shoots and working in close collaboration with clients and partners while acting as sole producer/editor for most projects.
- Doubled **Insight Editions'** year-over-year sales through a robust program of digital and video content, online features, print assets, and brand decks for sales reps, partners and retailers to promote a wide-variety of licensed properties in close coordination with several major media and video game clients including Marvel, HBO, Microsoft, and Ubisoft.
- Established the **University of California Press** as one of the premiere digital academic publishers through a campaign of video content and trailers, podcasts, websites and social media, increasing the press' promotional reach and contributing to record-setting increases in both sales and development support.
- Tripled channel sales at **Ten Speed Press** over 5 years by developing new and shaping existing content into custom editions of products designed to meet specific account and partner needs.
- Launched **Words Distributing Company**, a value-added book distributor, which grew to over \$7M in sales, 35% ahead of projections, within 2 years.
- Expanded my freelance practice under the name **Boilerplate Creative**, providing digital content creation, marketing, videography and print design and production services to clients in tech and publishing industries.
- Co-founded and directed the design, marketing and publicity for an annual conference of over 1.5K attendees.

## WORK EXPERIENCE

### **VMware** - 2015-2019

(Contractor: 2015-2016 and 2018 -2019 as Producer, 2017 as Webcast Producer, Freelancer: 2016 - present)  
Palo Alto, CA

### **VIDEO PRODUCER/EDITOR WEBCAST PRODUCER**

- Produce and edit shoots in on-campus studio.
- Conduct field shoots in corporate office, trade show and home environments.
- Manage video studio, working in tight coordination with other video producers, clients and partners.
- Create new and refresh existing animated content.
- Provide photography services for on-campus and off-site events.
- Coordinate with Brand to ensure all content is in compliance.

### **Insight Editions** - 2013-2014

San Rafael, CA

### **MARKETING DIRECTOR**

- Created digital content, including video, online content and websites, and brand decks in collaboration with partners and sales.
- Directed all aspects of marketing program including strategy, digital and print content creation, advertising, trade show presence, social media and publicity.

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## **WORK EXPERIENCE** (cont.)

- Established a network for reliable content and promotional distribution based on relationships with licensing partners, media outlets, distributors and retailers.

### **University of California Press**

2006-2012 - Berkeley, CA

#### **DIGITAL MARKETING MANAGER SALES MANAGER**

- Developed and curated extensive digital content program which included video and audio features, conference recordings, podcasts, websites and training decks.
- Launched digital marketing program and established social media presence for the press.
- Managed in-house and commissioned sales reps, and personally managed key national accounts. Developed training and other informational tools for reps and accounts.

### **Ten Speed Press**

1999-2006 - Berkeley, CA

#### **SPECIAL MARKETS MANAGER**

- Developed new and existing content into custom editions of products to meet specific account and partner needs.
- Hired, set goals, conducted trainings, measured results and created video, deck and print support materials for over 50 sales reps, key accounts and distributing partners.
- Managed key national accounts personally.
- Tripled channel sales over 5 years.

### **Boilerplate Creative**

1992-Present - El Cerrito, CA

#### **PRINCIPAL**

- Provide digital content, videography, marketing and design services to clients primarily in the publishing and tech industries.

## **SKILLS**

- Experienced in most contemporary production and post-production roles including: camera operation, photography, studio and field sound, studio and field lighting, ChromaKey and virtual sets, lightboard and whiteboard shoots, webcasts and live broadcasts, video and sound editing, animation, color correction and distribution.
- Versed in most aspects of print, digital and online design and production including books, graphics, advertising, decks, websites and trade shows/events.
- Practiced at building data measurement tools, developing metrics and performance indicators, isolating patterns and insights from existing data sources and on systems I've built myself and using those insights to improve systems and performance.
- Adept copywriter with extensive experience in developing new and revising/repurposing existing copy for print, online, video and audio projects.
- Able to adopt new tools and approaches into existing workflows quickly and with minimal disruption.
- Software: Adobe Creative Suite (Premiere, After Effects, Audition, InDesign, Photoshop, Illustrator), Cinema 4D, Camtasia, Apple Final Cut Pro, Microsoft Office Suite, Apple's iWork Suite, Google's App Suite, Filemaker Pro, MySQL, Bootstrap and WordPress.
- Gear: Sony PXW series and FS700, Panasonic GH5, DVX200 & P2, Canon C300 Mark II, Nikon D-800, Leica Type 109, Tricaster 410.

## **EDUCATION**

### **University of California, Los Angeles** - Cinema

- Studies deferred as I found work on a series of television and film productions.

### **Los Angeles City College/Valley City College** - Design

- Studies deferred as I took a position at Möebius Design.

### **City College of San Francisco** - Marketing

- Studies deferred after I became the Director of Sales and Marketing for Bookpeople.