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## SENIOR CREATIVE EDITOR *AND* POST-PRODUCTION SUPERVISOR EDITOR / VISUAL DESIGNER / PRODUCER / COMPOSER-ARRANGER

- Branding, Corporate Image, New Business and Consumer Research Specialist •
  - Expertise in both General and Hispanic Markets •
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### PROFILE

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Award-winning, results-driven senior creative editor and post-production supervisor with a documented record of professional success branding iconic consumer products and corporate clients; winning multi-million dollar new business accounts; and educating/motivating client-side brand teams and sales forces.

Consistent, proven ability to translate strategic goals and creative objectives into engaging, on-target visualizations, creating content across all media platforms. Uniquely dynamic team leader and mentor, and tireless, hands-on manager driving profits and large-scale cost savings that repeatedly exceed yearly goals.

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### CORE COMPETENCIES

Creative /Strategic Integration  
Short & Long Format Versatility  
Multidimensional Background

Team-Building & Leadership  
Intuitive Branding Insight  
Independent Project Initiative

Revenue & Profit Growth  
Graphic Design Expertise  
Multicultural Proficiency

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### PROFESSIONAL EXPERIENCE

#### **Yellow Whale LLC**

**2004 – Present**

*(Independent post-production services for the commercial & corporate industries)*

#### **CREATIVE EDITOR / VISUAL DESIGNER / ANIMATOR / COMPOSER-ARRANGER**

Senior editor and Director DP for an independent Final Cut Pro HD editorial facility specializing in broadcast spots, web content, sales and marketing videos, corporate branding pieces, trade convention and interactive displays, long-format documentaries and indie features, and new-business presentations.

Selected by senior corporate management and agency creative directors to spearhead the development of brand identities, increase consumer awareness, and drive performance for an eclectic roster of clients including: McNeil Specialty Pharmaceuticals, The DNC, Reebok, Schiff Nutrition International, The Nation Magazine, Aflac, Barclaycard US, Volkswagen of America, NFTE, Li Ning, and Nike.

#### **Key Results**

- Boosted circulation of The Nation Magazine by 12.5% in 2005 and again by over 9% in '09, '10 and '11 with DR broadcast commercials I visually designed, edited, animated and scored.
- Drove successful Massachusetts ballot initiative in 2006 for the Vote No on 1 Committee with a controversial 7-spot campaign, turning around a widely predicted 35-65% defeat into a stunning 70-30% election-day victory.
- Increased favorable impressions of Volkswagen by African-American consumers to 91% and purchase intent to 63% as video supervisor/designer for event sponsorships during the 2007 VW.I.P. NBA All-Star Weekend in Las Vegas.
- Strengthened youth-voter turnout in the 2008 election (+30M overall) with a cutting-edge 5-spot internet campaign visually designed and edited for EUE Screen Gems.
- Grew Hispanic voter turnout in 2012, 2014, and 2016 with effective TV / Radio campaigns.
- Created signature corporate image and team-building videos for Barclaycard US, Bike East, Nike Golf, and NFTE (the Network For Teaching Entrepreneurship).

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**(PROFESSIONAL EXPERIENCE, CONTINUED)**

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**Jordan, McGrath, Case & Partners / Arnold Worldwide NY**

**1995 – 2004**

*(Full-service, global advertising agency with peak billings of \$375 million)*

**VICE PRESIDENT / SENIOR PRODUCER / MANAGER, ONE WORLD EDIT GROUP**

Established and managed agency's internal AVID Editorial Division, driving profits and large-scale cost savings that repeatedly exceeded yearly goals; directing work-flow of all video projects; and supervising 3 editorial suites, analog dubbing room, insert stage, IT support team, and 3 production assistants.

Specified by senior management, creative, production, and account teams as lead visionary responsible for designing and executing key strategic visualizations, including: all new-business videos, brand- and consumer-essence videos, creative ripomatics, motivational sales videos, test animatics, and other corporate video presentations.

Led visual branding efforts and corporate re-imaging of Bounty, Welch's, Nicorette/Nicoderm CQ, Hasbro Games, U.S. Tennis Association, Zest Hispanic, and Rogaine.

**Key Results**

- **Expanded agency's internal editorial division through consistently superb video product into a profit center that generated billings/savings of \$750,000 to \$800,000 annually.**
- **Spearheaded successful new-business video presentations, winning multi-million dollar accounts including: MobileComm, Bermuda Tourism, Mercedes Benz (Media), U.S. Tennis Association in the General Market; and GlaxoSmithKline (Tums) in the Hispanic Market.**
- **Conceived, designed and animated 60-minute NBC Times Square Jumbotron video for Trivial Pursuit 20<sup>th</sup> Anniversary Edition, the key element in an integrated PR strategy that catapulted TP20 to "the most successful game introduction [of] 2002" and "the best-selling non-video game of the year." (USA Today)**
- **Commended personally for presentation excellence by Procter & Gamble's Associate Director of Advertising Services, EVP/Sales Director at Hasbro Games, and SVP/Brand Manager at Philips Lighting.**

*\* Early career as a freelance bi-lingual Producer, Director, Editor & Composer for commercials & music videos \**

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**ADDITIONAL ACHIEVEMENTS**

- **CLIO & New York Film Festival Award** for *Partnership for a Drug Free America "Jesse Corti"* •
- **MTV International Best Video Award** for *Columbia Records/Franco de Vita "No Basta"* •
- **TELLY Award** for *Scott Paper Company/Cottonelle "Royal Big Family" (Hispanic)* •

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**EDUCATION**

**Bachelor, Liberal Arts /General Studies (BGS)**  
*Concentration in Creative Writing & Education*  
*Concentration in Music Performance*

**University of Cincinnati**  
*College of Arts & Sciences*  
*College-Conservatory of Music*

**Cincinnati, OH**