

Professional Summary

Veteran visual storyteller with 20+ years experience creating engaging, entertaining and dynamic messages and marketing for local, national and international markets. A natural leader who can bring teams together — acting as a mentor to those members who need guidance and a catalyst for growth to those with talent.

Proven experience in all aspects of photography, video production, graphic communication, digital and online media production, with a perpetual desire to continue learning the latest techniques, technology and tools to advance my craft. Comfortable and confident in all production environments from low-budget locations to high-end studios. Self-motivated and driven when working alone; enthusiastic and encouraging when working on collaborative efforts, providing direction to others.

Qualifications and Accomplishments

- Directly responsible for the success of advertising and marketing projects for M&R Companies and their subsidiaries in more than 60 countries worldwide with limited budget and resources
- Works with an annual budget of \$900,000+ while consistently meeting and exceeding management expectations for cost management and team performance
- Directly responsible for cost-effective creation of all media assets internally - including video, photography, audio and interactive multimedia presentations saving \$100,000+ each year
- Developed workflow for translation of Content Management System, leveraging use with a multiple-language website and all printed marketing materials, realizing translation savings each year of more than \$50,000
- Wrote, produced and directed live, staged multi-camera events for Kaiser Permanente Orange County's Annual Service Summit meetings for more than 12,000 employees
- Extensive event management experience for all types & sizes of events - from 50 to 10,000 guests
- Received National Telly Award for excellence in corporate video production – responsible for entire production from start to finish
- Works independently and with production teams to achieve creative goals while maintaining schedules, managing contracted crews and satisfying budget requirements in demanding, time-sensitive environments

Skills Overview

- Award-winning Creative Direction and Conceptual Development
- Results-focused Project and Creative Team Management
- Director-level Marketing, Multimedia, Video & Event Production
- Facility Management
- Team-focused Educator and Curriculum Creator
- Passionate and proven problem-solver & team leader
- Critical attention to detail
- Dependable and driven, strategic and steadfast in a crisis
- Comfortable interfacing with executives at all levels
- Budget management
- Expert multimedia and event production with an emphasis on industrial, commercial, educational and corporate video
- Advanced working knowledge of art production for offset and digital printing
- Expert-level skills with Adobe Creative Cloud applications: Photoshop, Illustrator, InDesign, Acrobat, etc.
- Advanced working knowledge of Microsoft Office applications: Word, Outlook, Excel
- Expert-level video production skills, including camera operation, on-set lighting, sound recording and sound design
- Expert-level skills with video post-production software: editing (Final Cut Pro, Premiere Pro, DaVinci Resolve, Avid Media Composer), color, compositing and motion graphics (After Effects, Resolve, Motion)

Professional Background

The M&R Companies - Advertising and Marketing Department, Oceanside, CA

1999 – Present (full time)

Director of Advertising and Marketing: 2014 to present

Manages creative staff and vendors; budgets; projects; brand and concepts. Directly responsible for the success of advertising and marketing projects for M&R Companies and their subsidiaries in more than 60 countries worldwide.

- Manages branch office with four full-time creative staff, plus vendors and part-time contractors
- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events
- Develops and manages in-house and external teams; responsible for professional curriculum development and morale, and coaching the creative team to deliver and exceed expectations while creating opportunities for success
- Frequently called upon to work with other departments, sharing expertise and problem-solving skills

Director of Multimedia, Creative Director: 2001-2014

Director of multimedia, graphic art and video production services for the in-house advertising and marketing department of the world's largest manufacturer of screen printing equipment for the graphic and textile screen printing industries, as well as several subsidiaries. As manager of creative staff, responsible for directing the creation of advertising and marketing projects to support domestic and international sales using the following:

- Video production showcasing equipment, customers and manufacturing facilities for distribution to customers, sales staff and dealers via disc, digital media and internet
- Multimedia production in the form of interactive DVD-ROM titles and online presentations for the web using video and other media
- Printed matter such as brochures, catalogs, direct-mail pieces and business collateral
- Print advertising campaigns in numerous trade publications
- Various websites for M&R Sales and Service, Inc.

Key projects and highlights:

- Established procedures and developed the workflow for production of video and multimedia titles
- Management of 4 staff members and numerous independent contractors
- Researched, purchased and integrated production and editing equipment
- Developed presentations and methods to leverage multimedia assets for tradeshow that made use of video walls, interactive kiosks and large-format displays
- Devised and implemented low-cost system for live-audience broadcasting of competitions on trade convention floors
- Developed workflow for translation of company's Content Management System, leveraging use with the multiple-language website and all printed marketing materials
- Built and launched company support forum based on vBulletin, including customization of CSS styles and PHP coded add-ons
- Telly Award for non-broadcast video production for product line video. This award was especially satisfying as the entire project was my responsibility from script to duplication master.

Video Producer: 1999-2001

Tasked with creating video production department from the ground up to provide sales and instructional videos to the marketing and technical support departments. Responsible for creation of all materials from conceptualization through writing, pre-production, shooting, direction and editorial to finished product while communicating the corporate message and brand with creative storytelling.

- Directly responsible for cost-effective creation of all media assets within the company including video, photography, audio and interactive multimedia presentations
- Purchased and configured production and post-production equipment within budget
- Responsible for maintaining equipment and equipment repair
- Received National Telly Award for excellence in corporate video production

Event Director - Brewhaha Productions, Orange County, CA

2012 – 2017

On-site event director and production manager of annual charitable events for Brew HaHa Productions, creating popular beer festivals in collaboration with Orange and San Diego County Charities like the Fallen Firefighter's Foundation, Big Brothers & Sisters and the Pediatric Cancer Foundation. Events feature craft beer tasting, industry celebrity speakers, and entertainment from popular bands like Reel Big Fish and Dead Man's Party. Annual events include: OC Brewhaha, Sabroso Craft Beer and Taco Festival, Brew Hee Haw Craft Beer Roundup at the Orange County Fair, Brewhoho Holiday Ale Festival, Cali Uncorked and The Ye Scallywag Festival.

- Involved in all aspects of event planning from promotion to execution for 4-6 events each year
- Extensive event management experience for all types and sizes of events - from 50 to 10,000 guests, both public and private venues
- Management of large group of diverse and talented event production staff
- Critical attention to detail from the initial layout of events to the final execution results in smooth-running events with the ability to react quickly to problems, solving them with minimal impact on the event, vendors and guests
- Experience managing vendors, entertainers and other event support staff and services

Joe Abreu Photography and Video Production, San Marcos, CA

1988 - Present

Expert in all aspects of multimedia and event production with an emphasis on industrial, commercial, educational and corporate video production. Clients have included ESPN, Hewlett-Packard, Kaiser Permanente, Glencoe/McGraw-Hill, and Magnolia Home Entertainment to name a few.

- Wrote, produced and directed live, staged multi-camera events for Kaiser Permanente. Directed talent, corporate representatives, video production and stage crews for Kaiser's annual Orange County Service Summit event. This production of four live events with over 12,000 employees in attendance over two days delivered a carefully crafted message about service wrapped in an entertaining production that mimicked the popular talent show America's Got Talent, including live on-stage performances, a talent contest featuring Kaiser's employees, video enhancement and image magnification performed in the UC Irvine sports arena.
- Produced, directed and edited Blu-ray Disc bonus materials for Magnolia Home Entertainment releases, adding value to such titles as Red Cliff, Mother, Main Street, Ceremony and 13 Assassins with featurettes, interviews and documentaries.

- Producer, Director, Editor - The North American Sumo Wrestling Championships - ESPN / Prospect 2 Productions, San Diego, CA
- Field Producer and Director - In Pursuit - ESPN / Elite Racing Television, San Diego, CA
- Field Producer, Editor and Live Production Crew – Live-Venue Convention Events - IOF Sales-Incentive Convention, San Antonio, TX
- Writer, Producer, Director, Editor and Video Compression Artist - Interactive Mathematics Textbook Series - Glencoe/McGraw-Hill, Carlsbad, CA
- Field Cameraman and Director - Tanzania, Africa - Safari Video, San Diego, CA
- Certified Professional Photographer with specialization in portrait, commercial and event photography

Adjunct Faculty - Palomar College, San Marcos, CA

Aug 1996 – Jun 2002

Instructed radio and television students in the basic skills of in-studio and remote video and audio production and in the more specialized, advanced skills of videography, lighting for video and film production, and editing. Developed instructional curriculum and exercises for several courses. Served as a member of the Radio and Television Department Advisory Committee, advising the department on course content and program structure. Classes included:

- Introduction to Radio and Television Production
- Introduction to Video Editing
- Remote Video Production
- Staging and Lighting for Television and Film

Producer-Director-Editor - Granite Bridge Studios - San Diego, CA

Jan 1995 – Jan 1999

Writer, producer, director and editor of commercial, corporate, educational and broadcast television productions. Clients included ESPN, Mail Boxes, Etc., Hewlett-Packard, Mercedes-Benz, Airtouch, Qualcomm, Glencoe/McGraw-Hill, Kenneth C. Smith Advertising, Lambesis Advertising, The San Joaquin Hills Transportation Corridor Agencies, Mail Boxes, Etc. (UPS), and Integrated Systems Design Center.

Worked independently and with production teams to achieve project creative goals while maintaining schedules, managing contracted crews and satisfying budget requirements in a demanding, time-sensitive environment. Some highlights include:

- Editor - Mail Boxes, Etc. - Super Bowl XXXIII Half-time Spot
- Director and Editor - Qualcomm/Airtouch Product Launch Videos
- Writer, Producer, Director - San Joaquin Hills Transportation Corridor Agencies Impact Study

**Event Production Coordinator, Event Photographer, Office Manager
James Event Productions - Anaheim, CA**

Jan 1987 – Jan 1995

Production Coordinator and Facility Manager

Managed entertainment and activity facilities for special events, which included the coordination and production of large-scale events for groups ranging from 100 to 5000 people. As Production Coordinator, interfaced directly with corporate clientele to assist in pre-event planning, provide on-site event management, and resolve various schedule conflicts and contractual issues. Duties included the hiring, supervision and training of 75 to 100 culturally and ethnically diverse employees

each year, which led to the development of employee guidelines and policies with Human Resources staff.

Event Production Coordinator - Disneyland State Fair Games

Disneyland, Anaheim, CA

While contracted to Disneyland, coordinated competitive events staged for ENG video production on and around park rides and attractions. Contestants included news crews and guests from across the nation invited to participate in a promotional event to advertise the park's state fair theme. Events were carefully staged with Disney staff to allow for optimal video crew access, while maintaining a visually appealing and dynamic competition appropriate to Disney standards. Worked closely with Disney art, entertainment, staging and public relations departments for the three to four week periods leading up to, during and after the two annual events.

Event Photographer and Videographer

Acted as in-house still photographer and videographer for event coverage. Photos and videos were used as both marketing materials and saleable services to clients and their event guests.

Office Manager

Management of 15-member office included the development of office systems including relational databases, filing and data retrieval systems and local-area-networks, performance of light bookkeeping and payroll duties, management of bank accounts, and supervision of office support personnel such as typists, file clerks and assistants.

Education

B.S., Television and Film Production from San Diego State University, San Diego, California

- Emphasis on Television and Film Production
- Executive Producer of weekly one-hour program of work completed by advanced video production students for broadcast on local cable systems. Responsible for format, content, completion and delivery of each weekly package
- Producer, Director and Production Manager of numerous live-on-tape collegiate sports events using professional remote location production truck. Duties included the development of show formats and shooting scripts, equipment selection, location layouts, and signal path flow-charting
- Senior video project awarded grant by County of San Diego to document cultural influences on local Native American Indian Artists.
- Finalist in California State University Film Festival
- Awarded NATAS Emmy for Student Production - Southwest Region
- Additional coursework completed in Mass Communications and Advertising for Broadcast Television

A.A, Radio and Television from Palomar College, San Marcos, California

- Operations Manager for on-air radio station, KKSM, as well as on-air personality
- Radio and Television Department teaching assistant for all levels of radio and television courses
- Awarded national JVC Pro Video Award for Student Production
- Nominated for NATAS Emmy for Student Production - Southwest Region
- Additional coursework included Speech Communications and Theater Arts
- Award-winning member of Palomar College Forensics Team for two years, competing nationally

Honors & Awards

Telly Award

For work completed at M&R Sales and Service, Inc. The Telly Award honors the finest film and video productions, groundbreaking web commercials, videos and films, and outstanding local, regional, and cable television commercials and programs.

Pacific Southwest Regional Emmy Award

National Academy of Television Arts and Sciences

Emmy Award for short documentary, recognizing excellence in local programming.

Certifications

Certified Professional Photographer - Professional Photographers of America

Portfolio of Work

An online portfolio can be viewed at <http://www.joeabreuvideo.com>