

Professional Summary

Motivated visual storyteller with 10+ years experience creating engaging, entertaining, and inspiring messages for local, national and international markets. Proven experience in all aspects of video production, photography, graphic communication, and digital media production, with a passion to stay up to date on new and emerging post and production technology, techniques and tools. Comfortable and confident in all production environments from low-budget locations to high-end studios. Self-motivated and driven when working alone; enthusiastic, encouraging and flexible when asked to collaborate.

Qualifications and Accomplishments

- Led team developing corporate website used for product launches, product information, e-commerce and employee information portal
- Directly responsible for cost-effective creation of all media assets - including video, photography, imagery, audio and interactive multimedia presentations - realizing a savings of \$100,000+/year over outsourcing
- Developed workflow to implement translation of entire content management system database, leveraging content 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
- Received National Telly Award for excellence in corporate video production – responsible for entire production from start to finish
- Works independently or with production teams to achieve creative vision

Skills Overview

- Award-winning industry experience in Content Creation, Video Production, Scripting, Editing and Compositing
- Director-level Corporate Marketing, Multimedia, Video & Event Production and Product Videos
- Experience with video data management and repair & maintenance of video equipment
- Critical attention to detail
- Strong knowledge of best practices in video production and post-production
- Expert-level video production and post-production skills, including videographer, lighting design, sound recording and design, video editing, animation and compositing
- Expert knowledge of studio and broadcast cameras, video compression, and media storage
- Experience with live and live-to-tape productions from simple single-camera to complex multi-camera work
- Results-driven project management skills
- Passionate and proven problem-solver & team leader: steadfast and reliable in a crisis
- Strong decision-making skills and adaptability
- Strong written and verbal communication skills
- Comfortable interfacing with executives at all levels

Software

- Familiar with HTML and CSS code for website maintenance and modification
- Expert-level skills with Adobe CC 2018 Suite, including Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe Premiere, Adobe After Effects, etc.
- Comfortable working on Macintosh (OSX) or PC (Windows) based systems
- Expert-level skills with video editing software, used for color correction, compositing, 2D and/or 3D motion graphics, including: Final Cut Pro, Adobe Premiere Pro, DaVinci Resolve, Avid Media Composer, Adobe After Effects, Motion
- Proficient with Microsoft Office software

Professional Background

Writer, Producer, Director, Videographer and Editor

Joe Abreu Photography and Video Production, San Marcos, CA

1988 - Present

Expert in all aspects of storytelling using multimedia and video 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.
- Video Producer, Director, Videographer and Editor of 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.
- Video 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
- Videographer and Director - Tanzania, Africa - Safari Video, San Diego, CA
- Certified Professional Photographer with specialization in portrait, commercial and event photography

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

1999 – 2018

Director of Advertising and Marketing: 2014 to 2018

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

- Managed branch office with four full-time creative and production staff, plus vendors and part-time contractors, providing performance goals and reviews and handling conflict management when needed
- Established and maintained a consistent corporate image throughout all product lines, promotional materials, social media and events
- Developed and managed in-house and external teams; responsible for professional curriculum development and morale, acts as mentor and coach to the creative team to help them exceed expectations while creating opportunities for success
- Frequently called upon to work with other departments for product development, sharing expertise and problem-solving skills: named on U.S. Patent #6968998 for a system of ensuring payment for sold or leased equipment

Director of Multimedia, Creative Director: 2001-2014

Director of video production, multimedia, and graphic design services. As manager of creative staff, responsible for directing the creation of advertising and marketing projects to support domestic and international sales using the following:

- High quality 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 digital 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 the M&R Companies

Key projects and highlights:

- Established procedures and developed workflows for production of video and multimedia titles, including data management, archiving
- Staffing and management of 6 full-time team members and numerous independent contractors
- Developed presentations and methods to leverage multimedia assets for tradeshows 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 show convention floors
- Developed high-volume workflows for translation of company's Content Management System, leveraging use with the multiple-language website and all printed marketing materials to worldwide consumers
- Built and launched company support forum based on vBulletin, including customization of CSS styles and PHP coded add-ons

Video Producer: 1999-2001

Tasked with creating digital video production department from the ground up to provide sales and instructional videos to the marketing and technical support departments using best practices. Responsible for creation of all video content from conceptualization through writing, pre-production, storyboard creation, shooting, direction and editorial to finished product while communicating the corporate message and maintaining consistent branding.

- Directly responsible for cost-effective creation of all media assets within the company including digital video, photography, audio and interactive multimedia presentations
- Ability to multi-task, taking on multiple production roles
- Researched, purchased and integrated production and editing equipment
- Responsible for equipment maintenance and repair
- Negotiated equipment rentals and contractor services
- Received National Telly Award for excellence in corporate video production

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, Qualcomm, Glencoe/McGraw-Hill, Kenneth C. Smith Advertising, Lambesis Advertising.

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

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
- Awarded grant by County of San Diego to document cultural influences on local Native American Indian Artists.
- California State University Film Festival medalist
- Awarded NATAS Emmy for Student Production - Southwest Region

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
- Awarded 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.

Pacific Southwest Regional Emmy Award - NATAS

Work completed at Palomar College and San Diego State University

Certifications

Certified Professional Photographer - Professional Photographers of America

Portfolio of Work

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