

JosephSmallwood

(C) 240.498.0988

smallwood@creativewake.com

SUMMARY

Experienced creative and technical leader with 10 years of production and post-production experience; Skilled team and workflow manager; Driven to inform, challenge, change, and inspire through visual storytelling; Proven communicator; Enterprising, energetic, and pro-active with a contagious can-do attitude.

EXPERIENCE

Communication and Brand Manager, Eidolon Data; Rockville, MD — Aug 2011-Present

Developed and executed innovative strategies for a variety of program and development initiatives across 46 federal agencies; successfully led the process to define and bring about the client's mission and vision; produced and maintained goodwill among diverse stakeholders to support an \$8.5 million enterprise-level software transition effort; designed and coordinated the production of all marketing collateral; transformed department business objectives into measurable outcomes.

Senior Editor/Executive Producer, Leonie Industries; Kabul, Afghanistan — Jun 2011-July 2011

Edited and produced long and short form broadcast media products aimed at educating diverse tribal Afghans and improving their sense of agency, in a highly collaborative environment with rapidly changing projects and project expectations; Translated scripts into shot lists and shooting schedules in coordination with creative director and executive producers; Designed and developed graphics for products in Adobe CS5 and Motion; Mentored team of 7 junior editors and graphic artists; Provided ongoing technical and process support to strengthen tapeless workflow standards and improve media management practices.

Senior Account Executive, Reingold, Inc.; Washington, DC — Feb 2011-May 2011

Supported a woman-owned, full-service communications firm in all business development efforts and functioned inter-departmentally with the executive, creative, design, and web teams to develop winning public outreach and community development proposals, to establish and strengthen partnership relations, and to create new business opportunities; Led the development process for over 15 proposals in my short tenure, totaling over \$14 million in prospective revenue.

Creative Director, Leonie Industries; Kabul, Afghanistan — Nov 2010-December 2010

Led client work to deliver a variety of media programs and products in support of ongoing operations in Afghanistan; Developed strategies for determining appropriate mediums best suited for achieving desired story impact; Managed a team of multi-media specialists (producers, journalists, broadcast editors, and designers) to develop and produce a variety of original programming, promotional and advertising products; Supervised all aspects of the client's production process from start to finish—distilling messages, developing treatments, hiring and coordinating with outside vendors, and final delivery—for products including radio and TV advertisements, industrials, docudramas, infomercials, broadcast graphics, comics, and DVD videos. Responsible for proposing and maintaining all production budgets and schedules, ensuring all projects were delivered on time and on budget.

Senior Creative Advisor, Barbaricum; Ft. Leavenworth, KS — 2008-November 2010

Established proven record of strategic counsel enhancing the client's marketing and communications efforts; Led effort to change Army culture to better leverage video/new-media/social media technologies and storytelling techniques; Coordinated strategic initiatives with ongoing internal/external campaign production efforts; Partnered with other web, public relations, and executive management teams to improve how people collaborate and share information between departments and organizations; Identified and profiled client's key stakeholders and target audiences and worked cross-functionally to translate key themes and messages into focused media products; Implemented overarching new media communication strategy; Provided guidance for balanced PR, traditional media, and new media communication efforts.

Maintained overall accountability for the design and production of all print, video, and audio deliverables; Prepared "non-professional" talent for work in marketing products, including on-camera interviews, voice-overs, and photography shoots; Partnered with external print, creative, and media teams and to provide support for VIP engagements; Responsible for doubling the scope of work and revenue generated; Hired and mentored junior new media advisor; Developed and managed all corporate branding including business card design and printing, website design and development, and other marketing materials.

Director of Studio Production, Robert Greenwald's Brave New Films; Los Angeles, CA — 2008

Built ultra modern, live new-media television production facility, from concept to completion; Responsible for complete oversight of new broadcast division of company, including budget, planning, facility upgrades, developing workflows, hiring, and training all staff; Saved company over 70% on competitive bids over life of project; Responsible for managing all outside vendors.

Directing supervisor of studio production crew, digital asset coordination, segment timings, live-shot coordination, and floor direction; Worked directly with executive team on resolving conflicts, including resources, scheduling, and crew/equipment capabilities; Served as on-site technical expert across teams; Accountable for all distribution deliverables; Participated in solving all development, creative, and technical challenges.

Post-Production Supervisor, Robert Greenwald's Brave New Films; Los Angeles, CA — 2007-2008

Responsible for large-scale move and expansion of existing post-production facility into a 35 seat post house, equipped with access to a 55TB XSan editing network, ingest stations, a finishing station, and recording studio; Delivered new facility on time and 15-20% under budget; Maintained all edit bays, control room, and machine rooms; Performed client/server upgrades, and successfully executed on recommendations which improved efficiency and kept facility abreast on newer, emerging technologies; Performed tape duplications, conversions, ingests, and necessary editorial duties; Established media management system and improved use of PilotWare, with a future incorporation of Final Cut Server.

Supervised and mentored creative team of 15; Coordinated with all department heads, and participated in all aspects of production cycle; Managed all department needs; Responsible for all outside vendors and Post expenditures; Managed all online distribution requirements on Michael Moore's, *Slacker Uprising*.

Executive Producer and Creative Director, Lincoln Group; Baghdad, Iraq — 2006-2007

Produced 24/7 coverage, rapid-reaction news broadcasts in a hostile, emerging environment; Selected, organized, trained, and managed all local field and studio personnel; Managed product design and development cycle. Supported Director of Business Development in negotiating multi-million dollar contract proposals; Led brainstorming sessions to re brand marketing collateral and to build stronger corporate identity; Provided development services for other company operations including: design (broadcast, web, and print), advertising, Satellite TV, AM and FM radio, and regional newspaper editorials.

Lead Creative Trainer, Apple Computers; Annapolis, MD — 2005-2006

Selected by Regional Director out of 1,500 employees to exhibit Apple's cutting-edge, HD video technologies at the National Association of Broadcasters' National Convention; Developed creative teams; Expanded creative training program for East Coast region; Developed ideas/designs for various marketing initiatives; Developed video production networks (XRaid, XServe, and XSan).

Production Manager, Camp La Jolla; La Jolla, CA — Summer 2003

Producer of multimedia operations; Supervised the production, automation, and distribution of all media tasks; Produced media for various internal and external marketing campaigns; DVD production and design; Provided onsite technical support.

Director of Sales, CLC; Gaithersburg, MD — 2001-2002

Directed sales and creative/technical personnel; Trained staff and volunteers on new audio technologies; Researched CD duplication technologies; Edited and mixed digital audio; Developed marketing goals; Submitted budget proposals; Purchased all inventory.

Assistant Casting Director, Carlyn Davis Casting; Washington, DC — 2001

Reported directly to the President; Organized and managed auditions; Produced actors for national, regional, and local film, commercial, theatre, and industrial performances; Assistant casting work with *Tuck Everlasting*, two seasons of *Dawson's Creek* and local casting of ABC's *Wife Swap*.

Producer, Freelance; Various Locations — 1999-Present

Producer for various clients: Kansas City Homelessness Task Force, Pat Sajack, Pantera, Tom Hayden, Democratic Presidential Candidate Dal LaMagna, Federal Aviation Administration, Progressive Government, Congressman Jim McDermott, Show Me How Videos; Designed and developed websites; Programmed with Flash and Action Script; Authored HD content; Provided creative and technical consulting services.

EDUCATION

University of Maryland Baltimore County, Baltimore, MD — BA in English: Literature and Writing, 2005 -GPA: 3.7-
Cum Laude Millikin University, Decatur, IL — Candidate for BFA: Acting, 2001

Honors and achievements include: National Orphan Oliver Project Award Winner; Golden Key National Honor Society; National Society of Collegiate Scholars; James Millikin Honors Scholar.

SKILLS

Critical thinking and innovative problem-solving; Writing: Technical and creative; Brand development and reputation management; Team building; Video and audio production; Advertising and graphic design; Public relations.

Certified Expert: Final Cut Studio, Shake, Logic Pro 7, Motion, and DVD Studio Pro; Extensive audio/video editing experience; Online video streaming, satellite, fiber, and LAN technologies; Typing: 75 wpm; Skilled public speaker.