

Summary:

- 30+ years of experience creating results-oriented video, multi-media, and web products for commercial, non-profit and Federal sector customers.
- Proven track record of leading and managing creative and administrative personnel.
- Excellent writing skills to propose and execute projects; excellent verbal skills to meet and exceed expectations of a diverse base of senior executives.
- Demonstrated ability to write and produce clear, concise, and compelling video and multi-media productions resulting in high returns on investment.
- Bottom Line: A balanced mixture of left brain (process, budget, timeline) and right brain (creative, innovative) yields a quality product and favorable ROI. Result? Satisfied customers.

Experience:

2010 – Present:

Owner, Woodward Productions, Bethesda, MD

Write and produce broadcast, non-broadcast, and multi-media productions.

2000 –2010:

Executive Producer, Maguire/Reeder, Ltd., Alexandria, VA

Wrote, produced and supervised hundreds of broadcast and non-broadcast video and multi-media presentations for a variety of commercial, non-profit and Federal customers. Managed M/R employees and directed approximately 150 vendors in every area of video and multi-media production.

ROI Examples:

- **Recruitment:** Created a multi-media campaign for the US Army's Functional Area 57 corps of officers. Goal: To recruit new 100 officers. Result: Over 300 applied.
- **Internal Communications:** Provided creative direction for a series of videos, and subsequent website for the US Army's Chief of Staff. Result: Winning the national Webby Award that year was cool. Learning that the website had generated 325,000 hits in less than 6 months was even better.
- **Internal Communications:** Created a video for DoD to help explain the highly complex concept of Net Centricity to internal audiences, including those who had recently joined the agency. Developed a concept that employed – Tinker toys. Result: Awarded first place in the Communicator national scriptwriting competition.
- **Fundraising:** Crafted a *pro bono* video for the Leukemia & Lymphoma Society which was shown at their annual fund raising event. Result? This non-profit raised \$3.2 million dollars in one night, the largest single fund raising event in Washington DC history.
- **Training:** Created a series of interactive training videos, eliminating the need for live training, saving the client approximately \$90,000 annually.

1990 - 2000: Owner

Woodward Productions, Bethesda, MD

Wrote and produced broadcast, non-broadcast, and multi-media productions for Federal and commercial clients, managing a Washington DC freelance talent pool of approximately 100 people.

ROI Examples:

- **Training:** Created a video for the Defense Mapping Agency, about 15 years ago. Result? Since then, they became NIMA, then NGIA. But, they're still showing the same video to their employees.
- **Recruitment:** Created a video for Clemson University, then tested it after distribution, divided among those who received the video and those who did not. Result? Of those who received the video, 1000 more applied than those who did not.

1985 - 1990: Creative Director

Info-Disc Corporation, Gaithersburg, MD

Wrote and produced video productions for Federal, higher education and commercial clients. Managed the first interactive delivery mechanism of these productions via Pioneer Corporation's "Laser Disc", the precursor to the DVD.

1980 - 1985: Creative Director

Jim Ricca and Associates Advertising, Arlington, VA

Created commercial campaigns (print, radio and television) and managed the agency's employees to deliver effective advertising campaigns, on time and within budget.

ROI Example:

- **Commercial:** Wrote and produced a :30 TV spot for a local radio station. Result? The station went from #17 to #1 in 6 months.

Education:

Case Western Reserve University , Cleveland, OH

- BA – Political Science (Cum Laude)

Awards and Honors:

Recipient of over 200 national video and web awards (many first place), including 2 *Emmy* nominations, plus: *Axiem* | *AMR* | *Cindy* | *CINE* | *Communicator* | *Davy* | *Houston International Film Festival* | *International Film and Video Festival* | *Peer* | *Summit Creative* | *Telly* | *Videographer* | *Vision* | *Webby* | in the categories of: Internal Communication, External Communication, Recruitment, Fundraising, Commercial, and Scriptwriting.

Representative Clients:

Government: Departments of: Agriculture | Defense (and) US Army, US Navy, US Marines | Institute for Defense Analyses | Health & Human Services | Homeland Security (and) US Coast Guard | State | Transportation | Treasury | Veterans Affairs | CIA | DIA | USPS | Library of Congress

Associations: American Dental Association | American Gastroenterology Association | American Institute of Architects | American Society of Mechanical Engineers | Association of Computing Machinery | Institute of Electrical & Electronics Engineers | National Society of Professional Engineers | Synthetic Organic Chemical Manufacturers Association | Packaging Foundation

Non-Profit: US Army Museum | Chesapeake Bay Maritime Museum | City of Alexandria, Virginia | Columbia Lighthouse for the Blind | Foundation for Interior Design | Inova Health Systems | Leukemia & Lymphoma Society | US Marine Museum | National Children's Museum | National Science Foundation | Pan American Health Organization | The Waterfowl Festival

Corporate: Accenture | BioWhitaker | Boeing | CACI | Calvert Group | International Computer Networks | Litigation Communications | Marriott | MPRI | Natelli Communities | Quadrel Services | PriceWaterhouseCoopers | SAIC | Sandy Spring National Bank | SERCO | Washington Mortgage Financial Group | Xerox

Education: Barnard College | Boston University | Case Western Reserve University | Clemson University | Drexel University | George Washington University | Howard University | University of Houston | Williams College | Association of American Colleges | Educational Testing Service | National School Board Association

Security Clearance:

Secret. (But that's all I'm going to say.)