

MEDIA SPECIALIST

MEDIA

NeuroGym

DIGITAL MEDIA LIBRARIAN & SOCIAL MEDIA FACILITATOR

Rancho Santa Fe, CA Aug 2016 – Today

NeuroGym is an online education and coaching company founded by John Assaraf that uses Neuroscience to help its 65,000 members from around the world reach their personal goals in the areas of money, fear, weight loss and business.

Media Database:

Maintain an archive of videos, images and documents in our media library database hosted in MediaSilo, Google documents and Wistia. Create criteria for tagging, naming and rating quality of media files. Capture and archive current marketing funnels and CTAs from NeuroGym's website.

Maintain NeuroGym's brand bible and visual style guide, bios and photos of our expert talent pool and NeuroGym's media kit. Archive instructional videos, transcripts of audios, workbooks and resources in the MediaSilo database for each NeuroGym program.

Training:

Create PowerPoints for training employees on MediaSilo uploading, and tagging procedures. Conduct training seminars and individual training for employees on the proper use of MediaSilo.

Testimonials:

Compile and rate clients' written and video testimonials in NeuroGym's marketing database and obtain client's permission. Select top testimonials for current product promotions and the NeuroGym Newsletter and coordinate testimonial needs during sales campaigns.

Social Media:

Administrator in NeuroGym's Achievers, Cloning of Business Success, Business Black and Weight Loss Facebook Communities. I comment as the CEO, John Assaraf and as myself in the communities by giving encouragement and posting advice to our members. Consulting of analytics to determine successful promotions monitoring influencers and engagement of new members.

Creation of Video Albums of Expert's training videos by creating images with video titles and a description with a link back to the original video post. Creation of special events to increase member interaction.

Assist Client Care During our large live event, the Brain-A-Thon, in verifying and adding new members to the FB Communities.

Graphic Design, Video Editing & Animation:

Create promotional videos created for our FB communities edited from our training and combined with motion graphics.

Edit training videos and add an opening program title and closing NeuroGym logo bumper and upload to the program's folder on Wistia.

Design icons for our products and update marketing banners and online ads using Photoshop and Adobe Stock Photos. Creation of testimonial graphics and Achiever Group images in major cities for our Facebook Communities.

TX PRESS MEDIA MONITORING ONLINE RESEARCHER (PT)

Dallas, TX Aug 2010 - Sept 2015

TX Press Clipping Bureau and Media Monitoring Service tracks and reports coverage in print, broadcast and on the internet for businesses, colleges and non-profits in the news and in social media.

Creation of client training, developing the storyboard and script for approval.

Developed five online video Tutorials with Camtasia instructing users how to login, view and print documents and create custom reports. Uploaded to Vimeo and embedded in the web based database website.

Track client's online identity, create and maintain a database of documents that represent positive and negative perceptions in the media. Research and evaluate online news, blogs and social media using data analytics. Create reports that included a graphic dashboard created from data which includes engagement via facebook, twitter and coverage of newspaper digital editions.

VIDEO

2TALENTS VIDEO

CONTRACT VIDEOGRAPHER

Dallas, TX August 2011 - August 2015

2Talents Video videotapes and edits special events, cheer competitions and performances and sells DVDs to participants and fans.

Filming and setting up of HD Cannon camera and sound system, along with a MacBook Pro review station for the judges using TVeyes live digital capture. Also relieving other videographer and compressing video for displaying at the sales booth.

Spirit Celebration's National Championship Videographer at the AT&T Stadium, hosted by the Dallas Cowboy Cheerleaders in Arlington, TX.

Dallas Women's Chorus Fall Concert, Videographer at Dallas Theater Center in Dallas, TX.

Christmas Classic and CGA Cheer Competition Videographer at the Curtis Culwell Sports Center in Garland, TX.

"Total You Women's Wellness Summit" videographer and editor of a seven-minute marketing video in Premiere.

INSTRUCTOR

RICHLAND COLLEGE – DCCCD

ADJUNCT INSTRUCTOR

Dallas, TX. August 2006 - August 2015

Richland College is part of the Dallas County Community College District hosting a diverse international student population.
I worked in the Multimedia/Game Department and for the Collegiate High School as a part-time instructor.

Instructing students in a blended classroom with Blackboard as the LMS; developing online support demo videos and assets; evaluating student's progress with online testing, assignments and grading feedback and with classroom lectures, and demos.

Digital Video 1 and Advanced Digital Video – Trained students in filming, editing, postproduction, special effects and 2D animation to create a short film using Premiere and After Effects.

Digital Imaging - Overview of Photoshop, digital photography, elements of design, logo design, animation and web design.

2D Animation – Instruction in limited and full animation techniques where students create a show concept and design characters for a short film using both Flash and After Effects.

Interactive Game Storyboarding – Building from basic anatomy lessons, my students design characters, write a script, complete a storyboard and create an animatic for their own game concept.

Introduction to Digital Media & Capstone—Collegiate High School multimedia courses consisting of script writing, recording of audio, videography, designing graphics and creating animation, and a website to support students in their senior presentation.

ANIMATION

ANIMDIVA, ANIMATOR-ARTIST

3D & 2D ANIMATOR

Dallas, TX. May 2005 - March 2009

AnimDiva is my own contract business for both 2D and 3D animation and digital illustration and design.

Looking Glass Entertainment: "Black Mold Exposure" documentary, 2009. Stabilized footage; and eliminating noise and visible wire removal.

Hit Entertainment: Created appealing yet affordable cartoon animations for "Barney" on PBS and DVD using traditional hand drawn sequenced in After Effects, and 2D motion graphics and effects in After Effects and 3D animation in Maya.

Holy Mackerel Media: Digital illustration and After Effects animation on Bayer Chemicals and Vought marketing videos.

Circle R Medi: Transformed Alcon's print material from Illustrator into eye catching 2D animations for a trade show display in After Effects.

REELFX

3D ANIMATOR & LAYOUT ARTIST

Dallas, TX. April, 2003 - March, 2005

ReelFX is a post and animation studio that works on commercial and entertainment projects for broadcast and direct sales.

Shots I animated during an extremely compressed schedule on Acclaim's "Red Star" cinematic were selected for that year's Alias' Best of Demo Reel.

I animated characters, added facial animation and lip sync for the G.I. Joe's "Spy Troopers", "Valor vs. Venom" and "Action Man" for Hasbro as direct to video projects.

Completed layout of 22 approved minutes of the 90-minute, "Valor vs. Venom" for Hasbro. I imported models, props and characters in each scene, set the character's key poses and animated the camera.

Using live footage in Maya, I tracked movement, animating lip sync and expression with morph targets onto a teen actress in "Pixel Perfect" for Disney Television.

ANIMATION cont.

<p>VIDEO POST & TRANSFER 3D COMPUTER ANIMATOR</p> <p>Dallas, TX. March, 1999 - February, 2003</p> <p>Video Post and Transfer is a post and animation house that works on commercial and entertainment projects for broadcast. Hot Haus is their award winning design studio.</p>	<p>I worked with the award winning design team, "Hot Haus", creating animated 3D id logos and graphic packages for affiliate stations and for broadcast commercials and clients.</p> <p>I lead a small team of animators creating a guest relations film for Mrs. Bairds' Bread Factory Tour, in VPT's largest budgeted project of 2002.</p> <p>I matched moved a 3D morphing object with live footage for an International promotional spot for Nickelodeon; a fluttering butterfly moving around live action for Mark Kay; a shape shifting bottle of "Bead Head" for Toni and Guy and proved removing a row of seats would add significant leg room in an MD80 airplane for American Airlines.</p>
<p>DNA PRODUCTIONS, INC. TRADITIONAL 2D ANIMATION, 2D & 3D COMPUTER ANIMATION</p> <p>Dallas, TX, Apr. 1992 to Feb. 1999</p> <p>DNA Productions was an animation studio specializing in traditional hand drawn animation as well as 3D computer character animation for broadcast entertainment and corporate videos.</p>	<p>Animated a lead character, the Snowman, for the ABC special, "Santa vs. the Snowman" in partnership with Steve Oedeker Productions. The film was nominated for an Academy Award and was re-released for IMAX.</p> <p>I created the storyboards and animated the "Finnegan's Soup" commercial for Steve Oedeker's ABC television special.</p> <p>I modeled and animated a 3D Carl in Lightwave for Nickelodeon's "Jimmy Neutron" pilot and designed the show's logo animation.</p> <p>I used Keylight to create mattes for green screen footage and created giant zooms from space to places on the earth as well a sequencing traditional animation in After Effects for "AJ's Time Travelers", a Saturday morning kids show.</p> <p>I animated three "No Neck Joe" cartoons designed by Craig McCracken and did digital painting and sequencing for "Nanna and 'Lil Puss Puss" designed by Keith Alcorn and John Davis for Spike and Mike's Sick and Twisted Cartoons which toured in theaters.</p> <p>I storyboarded the animated opening to "Weird Al Yankovick's Saturday Morning Show" and created the jelly bean sandwich sequence, modeling and texturing surfaces for the rocks, painted the background and animated the 3D Al falling off a cliff.</p>

TECHNICAL SKILLS

<p>GRAPHICS, VIDEO AND WEB</p>	<p>Adobe Photoshop, Illustrator, Flash, Media Encoder, Audition, Sound Forge, After Effects, Premiere Pro, Dreamweaver, iMovie, Moviemaker, Snag-it, Camtasia and Articulate's Storyline.</p>
<p>3D</p>	<p>Maya, and older versions of Softlimage and Lightwave; and a little Autocad.</p>
<p>OFFICE</p>	<p>Word, Excel, Outlook, Acrobat Pro, PowerPoint, and browsers Chrome, Firefox and Internet Explorer.</p>
<p>SCRIPTING</p>	<p>Some HTML, CSS and Flash Action Script.</p>

EDUCATION

<p>Bachelor of Arts in Theater Arts</p>	<p>San Jose State University, San Jose, CA – <i>Summa Cum Laude</i></p>
<p>Illustration & Computer Graphics Certificates</p>	<p>Collin County Community College, Plano, TX</p>
<p>International Summer School of Animation</p>	<p>Sheridan College, Oakville, Ontario, Canada</p>