

Multiple Peabody, DuPont, BDA, and WEBBY Award winning writer, producer, and editor of news documentaries, branded content, promotions, web-presences, comedies, and films specializing in rapid turn-around, concurrent media, and crisis mitigation.

Selected Experience

VBS.TV – [Internet Broadcaster / Advertising Agency] – Brooklyn, NY – 1.2009-Present

Supervising Producer/Post Manager

Spearheading a radical transformation of marketing, advertising, and broadcasting: blurring the lines between traditional forms of advertising and original content, turning digital and social marketing into opportunities to develop original content to create a deeper connection between product/brand and the consumer.

- + Launched first 'content as advertising' marketing plan for **DELL** with **Motheboard.TV**
- + Key roll in negotiations between **VBS** and **CNN** for co-production and cross-media marketing.
- + Developed fully integrated digital and social media marketing for **Harley-Davidson**, **Vodaphone**, **Universal Pictures** (Where the Wild Things Are), **Nike**, and others.

Embrace The Fall – [Film Production Company] – Brooklyn, NY – 10.2007-Present

Executive Producer/Colorist

"...Around" feature film in digital distribution with Cinetic and Warner.

- NYFF, Hoboken Film Festival, Eye Austria featured screening, TriBeCa Premiere.
- + Three additional feature films in development.

.WHITENOISE – [Media Production Agency] – NYC, NY – 3.1993-Present

Executive Producer/Principal

Designed and executed cross-platform media marketing integration, branding re-design, broadcast retooling, video identity development, , and project management for a variety of national and international corporations ranging from UPS to Consolidated Edison to Österreichischer Rundfunk and PBS among others.

ORF [Television Network – Austria]

Producer/Editor 'Alf Poier' television specials.

PBS [Television Network]

Art Director/Producer affiliate rebranding, HD retooling, multi-media integration.

FOX [Television Network]

Producer initial digital ventures – TVGUIDE.COM and FOX NEWS channel.

Grey [Advertising Agency]

Art direction and usability/customization strategy for DELL Computer digital identity.

ABC – [Television Network] – NYC, NY – 9.1997-8.2006

Writer/Producer

Promotions, advertising, segments, shows, investigations, interviews, and specials for ABC News including talent (**Peter Jennings, Barbara Walters, Ted Koppel, Diane Sawyer**, etc.), guests (**Angelina Jolie, Matt Damon, Christina Aguilera, George Clooney, Sheryl Crow**, etc.), and newsmakers (**George W Bush, Hilary Clinton**, etc.). Segments, opens, bumpers, etc. for live breaking news events, special projects, special events, News Magazines (**20/20, Primetime, Downtown**), and hard news (**Nightline**).

AVALANCHE SYSTEMS – [Advertising Agency] – NYC, NY – 12.1995-9.1996

Producer/Project Manager

Bertelsmann [Privately-held Conglomerate]
Producer/Project Manager of global digital identity.
Super Bowl XXX [Sporting Event]
Executive Producer for initial superbowl.com.
VF Corporation [International Textile and Clothing Manufacturer]
Producer and Writer for global cross-branded digital media campaign.

Selected Awards

DuPont Columbia Silver Baton

2006 Pope John Paul II Coverage
2005 Primetime "Smuggled Nukes"
2004 Nightline "Tip of the Spear"
2003 9|11 & Nightline

Peabody Award

2002 Nightline "Heart of Darkness"
2001 Nightline (Institutional Award)
2001 9|11 Coverage

BDA/Promax

2005 Gold "News Promotion: 20/20 'New Team in Town'"
2005 Gold "Stunt Promotion: Barbara Walters 25 Years"
2004 Silver "Topical Promo: Healthcare in America: Critical Condition"
2004 Silver "News Promotions: In Times Like These"
2002 Silver "News Image: ABC News: Know"
2000 Gold "News Promotion: Brave New World/String Theory, Nightline"
2000 Silver "News Promotion: American Son"

Education

Washington University in St. Louis, St. Louis, MO
BA – English Literature 1992