

CV

PROFESSIONAL EXPERIENCE

Over twenty years of international experience as a Producer, Director and Creative Consultant of integrated media. Primary skill and focus is on marketing a brand/product/organization from inception to completion.

BCTMEDIA 1988 / Present

Creative Services: Advertising & Design

WILLIAM JEFFERSON CLINTON FOUNDATION / CLINTON GLOBAL INITIATIVE 2009/2010/2011

Marketing CLINTON GLOBAL INITIATIVE annual meeting. Volunteer assisting the Production Company and CGI Marketing Department staff to produce CGI STORIES. Interviews with members including CEO's of major corporations, Foundations, and NGO's.

Marketing WILLIAM J CLINTON FOUNDATION Intern. Creative services and consultant to Marketing Department on all communication materials including Web, Graphic Design, Video, Collateral Materials.

DONALD KAUFMAN COLOR / SHERWIN WILLIAMS - PRATT & LAMBERT PAINTS 2005 / 2010

Branding Consultant & Graphic Designer for Donald Kaufman Color (Paint color for the HOME).

Developed corporate branding design, logo design and applications including advertising, packaging design & collateral. Management & development including consulting, creative thru final production including on site oversight all phases of print production – collateral, signage, adverts, 3D Display & packaging. Launch 2009.

CALVIN KLEIN INC. CRK Advertising 2001/2002

Creative Consultant/Art Director/Print Production of CRK Advertising Agency

-Global Creative Consultant working directly with Mr. Klein & SVP Global Communications Creative Director.

-Advised and art directed international advertising campaigns, implemented and enforced the Calvin Klein and CK graphic communication standards worldwide, created and produced integrated marketing communication solutions to reinforce brand name identity for brand and licenses. e.g. a retrospective book of Calvin Klein's history in advertising.

-Developed label names and designed graphics for fashion, accessories & fragrance.

-Supervised ALL visual material globally including print advertising, video, promotions, packaging, collateral (direct mail / catalogues, posters, invitations), In store design materials, special projects.

-Hands On on site nationally and internationally, oversight all phases of print production – collateral, signage, adverts, 3 D Display/packaging.

-Advised on talent and supervised outside agency work and print production worldwide. (Italy, France, Middle East, Asia & Australia)

-Identified and communicated regularly to management effectiveness of procedures and systems to improve quality, efficiency and budget parameters.

-Supervised and directed CRK Advertising team of 25+.

FASHION & BEAUTY

Creative Services: Creative Director/Art Director/Graphic Design/Print Production/Management

Developed advertising campaigns, collateral, display, promotions, sales meeting materials including concept to completion of final output for international and national companies:

Barney's New York, Bergdorf Goodman, Saks Fifth Avenue, Bloomingdales', POLO/Ralph Lauren, TSE Cashmere, Adrienne Vittadini, CHANEL, Karl Lagerfeld, Paloma Picasso, Alfred Sung, Bruno Magli, Perry Ellis, Oscar de la Renta, Susan Ciminelli Spa (beauty/fragrance, fashion, shoes & accessories)

-Chase Bank, Prudential Life, Dunhill, Benson & Hedges / Concept Consultant to outside Agency

-New York Magazine/ Fashion Editor

-Condé Nast Publications (Vogue, Brides) Advertising Department

Website/ Design and production – Web Designer.

Produced, HTML, design: steveerle.com, LolaDance.org, KPDevlin.com and bctmedia.com.

The Canada Summer Games 1993. Logo design.

Winner-national competition "The Canada Summer Games" /Jeu du Canada for the pre Olympic Games.

BCTMEDIA 1988 / Present

Creative Services: Director/Producer – Documentary and Video Promotion

SABER PARTNERS, LLC 2011 / current

Video Producer “Auction Rate Securities” video for Wall Street Financial Advisor /Pundit Joseph Fichera. Using available footage from broadcast, edit in video graphics and corporate identity to create short compilation promotional videos for website, iPhone, Blackberry.

MELAU TOURS & SAFARIS 2010 / current

Videographer/Producer of “Profile Portraits” short video modules about safari tour company for web. Location: Monduli & Arusha, Tanzania, East Africa. Documented interviews with Personnel including Executives/Principle, Management and Field Guides. landscape, wildlife, cultural visits and interviews w/ Maasai tribe members including Chief, and his seven wives. Approach was to through video, give viewer confidence in the legitimacy and professionalism of the international company based in East Africa.

C-PROJECT 2010 / work in progress

Videographer Producing short documentary about a 10 yr old girl facing circumcision and marriage. Shot in Tanzania near Lake Natron.

SAMARITAN VILLAGE ORPHANAGE 2010 / work in progress

Videographer Producing documentary about a US not for profit organization Tanzanian based orphanage. Shot in Tanzania.

JP ADVERTISING 2003/2004

Creative Director & Manager of Creative Services of Advertising Agency

Developed TV Pilot: Bon Jou Malta. Produced and directed daytime broadcast lifestyle program.

THE SOVEREIGN MILITARY ORDER OF THE KNIGHTS OF ST. JOHN 1999/2000

Videographer Invited by prestigious Roman Catholic religious Order to produce documentary and music CD of the 900th Anniversary about the Knights of Malta. Shot on the island of Malta.

Sovereign Military Order of the Knights of St. John 2001 Executive Producer of Music Soundtrack CD “Celebrating 900 Years” The Knights of Malta

MARSOVIN LTD. 2001/2002

Videographer Producer/Director of Corporate Video “Cassar de Malte’ - The Culture of Wine” Documentary about the Maltese based company Marsovin Ltd., focusing on the art and culture of winemaking. Shot in Malta over a period of a year.

MTV 1998

Segment Producer/Director

Segment Producer/Director of Video “MTV House of Style - Kiss and Makeup Beauty Guide”

Both a Home Video and Broadcast profiling Beauty Treatments, Products and Philosophy on Beauty Topics.

Anasazi– Director/Producer. “Natural Remedies” Promotional and Sales training Video for the Hair Products Company “Anasazi Salon Systems”.

EXHIBITS / TRAVEL / PHOTO JOURNALISM

EXHIBITS 2008

AAUW – American Association of University Women New York Chapter - Member
Produced & Hosted Event “I Dream of Africa” a presentation about Tanzania. Guest speakers: Benita Cassar Torreggiani, Minister of Natural Resources and Tourism, TZ, Director of Tanzanian Tourist Board, TZ. Professor of Swahili, Princeton University/Dar Es Salaam University.
Exhibited photographs of Tanzania by Benita Cassar Torreggiani, Patricia Jansen. September 2008.

TRAVEL

For over 20 years have traveled to numerous continents coordinating all travel related responsibilities for photo shoots and video projects. In conjunction with many projects have established and coordinated advertising relationships with corresponding resorts, hotels, airlines and represented their product as part of project concept and presentation.

PHOTO JOURNALISM

-LID Magazine – Versailles/France, Stonehenge/UK 2006
-TRAVEL WORLD NEWS - Photo Journalism – Pangani/Tanzania 2010

EDUCATION

New York University/Tisch School of the Arts: Graduate Studies/Film
Emily Carr Institute of Art & Design, Vancouver: Final Cut Pro Editing
SUNY Fashion Institute of Technology, New York: AASC Fashion Illustration
Art Students League, New York: Drawing, Painting
Istituto Per L'Arte E Il Restauro, Florence Italy: Painting Diploma Fine Arts

SKILLS

Apple Computer / PC; General proficiency Photoshop, Illustrator, InDesign,
Final Cut Pro, Microsoft WORD. HTML.
Development and Production of all phases of Linear/Digital Photography, Video and Print.
Writing Campaigns, Copywriting.
Excellent organizational in travel planning, budgetary planning.
Extreme attention to detail.
Booking and negotiating talent, locations.
Research of resource materials internationally.
Resourceful.
Public Speaking.

ADDITIONAL

Certified American Arthritis Foundation Aqua and Land Arthritis Instructor.
Swim Instructor, Aqua Exercise Instructor.
AED, CPR, First Aid American Red Cross Certified.

PERSONAL - EU, American & Canadian Citizenship, Mother tongue: English, basic French/Italian.

References upon request.
Portfolio upon request.