

————— **RICK SMITH** —————

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AWARD-WINNING PRODUCER AND DIRECTOR with experience covering
Broadcast and Cable for commercial, long-form programming, and corporate business television and events

Over 25 year track record of creating successful and effective commercials, magazine-style long-form programs, corporate business communications, and documentaries for a list of Fortune 500 clients, such as CNN, CNBC, Apple, Toyota USA, GMC and Nestle Foods. Skilled producer working seamlessly with client, cast and crew on each project. Oversees the administration and financial logistics of each program. Orchestrate the creative guidance of each production from the seed of an idea to fruition. Note: Part Time instructor in Television/Film department at Diablo Valley College for several years under Michael Lee.

EDUCATION

Bachelor of Photographic Arts and Sciences, Motion Picture Degree

Brooks Institute Photographic Arts and Sciences, Santa Barbara, CA

University of Nevada at Las Vegas

PROFESSIONAL EXPERIENCE

CRE8TIV WERKS, CONCORD, CA

Producer-Director-Editor/ 2009

Producer-Director/Writer/Camera/Non-Linear Editor

After more than a decade, I've finally hung my 'shingle' out with Cre8tiv Werks! Producing Local, Regional and National commercials in the Bay Area. Producing Video On Demand for Cable and other long-form programming from video support for Events to Corporate training and product launch.

COMCAST SPOTLIGHT, CONCORD, CA

Producer/ 2002 – 2008

Producer-Director/Writer/Camera/Non-Linear Editor

Produce local and regional commercials for San Francisco Market. Responsible for creating effective campaigns for clients including; Acura, Toyota, BMW, Mercedes Benz, GMC, Ellis Eye Centers, and Century 21 Real Estate. Created both long-form and short-form campaigns for over 7 years.

Avid Certified editor and PhotoShop.

- Member of the Spotlight Think Tank 2008
- Member of the Comcast Production Task Force in 2003
- Production Team for Long-form programs currently on Video-On-Demand; Comcast Spotlight

CURRENT VIDEO. DVD, SAN RAMON, CA

Executive Producer/Director of Sales and Marketing, 2001 – 2002

Created, launched, and directed the start-up of a new marketing department, involving the introduction of internal reporting, the identification of staffing requirements, and detailing policies and sales logistics. Selected and trained sales department on providing focused sales presentations and focusing on prospect needs to secure a high closure rate. Headed and enhanced brand awareness with input on public image and securing positive public perception on product lines.

- Served as creative decision-maker for material slotted for broadcasting, including the production of a long-form magazine-style show called *Home Spotlight*, shown on the KRON - FOX 2

IN-VISION COMMUNICATIONS, WALNUT CREEK, CA

Senior Account Manager, 2000 – 2001

Pursued and closed partnerships with several top accounts, including Oracle, GAP, Inc., William Sonoma, The Industry Standard, and Key3 Media. Oversaw project management, creativity and execution of ideas based on client messaging needs and financial structure. Provided creative input to the presentation and development stages of corporate projects, participated in contract negotiations, managed crew, and monitored budgeting and project timelines.

Director, Video Production Department, 1997 - 2000

Managed and directed the daily activities of the department, including directing the production staff handling film and video productions for event theater entertainment. Organized creative and technical teams, assigned members departmental personnel, and brought in outsourced providers as needed.

- Established an in-house post production studio and co-created and a production process training model for new employees joining the department

RE SMITH PRODUCTION & POST, WALNUT CREEK, CA

Producer/Senior Manager, 1980 – 1997

Arranged and performed commercial and corporate television programs for a “Who’s Who” list of clients, including CNN, CNBC, ESPN, On The Scene Productions, Hills Bros. Coffee, Nestle Foods, and Pacific Bell. Networked with media managers and communication’s departments, conducted an initial information collection, and identified programming concepts and budgeting restraints. Projects encompassed book-to-video series for clients, such as Lippincott Williams Wilkins Publishing, Mosby Publishing, and the Cable Kitchen. Hired, trained, and coached an expanding and contracting number of production personnel based on program workload and deadlines. Monitored and audited the financial side of each production, including expenses for production equipment, personnel, and contracts. Oversaw key production logistics and monitored the management of photographers and camera operators to copywriters and editors.

OVERVIEW OF PRODUCTIONS

Served as producer and director/editor for the following productions:

- MyRXSavings.com – National Spot campaign for Cable introducing a national pharmaceutical portal for subscribers to find, print and shop discounted drugs for family and pet. Three 30-second commercials and a 4-minute VOD highlight the special areas of benefit to the viewer.
- *Welcome Home* – Signature Properties; 5-part Video On Demand for Cable highlighting the outstanding community development in the Bay Area and how the developer contributed.
- *Care of the Patient* — Lippincott Raven Publishing Company; 13-episodic docudrama hosted by Elaine Corral (ABC Anchor) on life-threatening diseases, such as Cancer, Heart Disease, HIV & Diabetes
- *The Cable Kitchen* — Cable; 30-minute, 24-episode cooking show brings unique dishes and incredible wines from all over the world
- *Windsong* — Hewlett Packard Magazine; 20-minute magazine style show that featured systems aboard the SS Windsong, one of 4 massed ships traveling around the world to exotic locations
- *On Line Video Magazine* — Pacific Bell; 30-minute magazine style show, hosted by *Bay Area Backroads’* Jerry Graham, that showed California and Nevada Bell at work
- *On the Water Magazine* — Cable; 30-minute magazine show (pilot for cable) about topics revolving around water; hosted by Mary Dieltz and David Booth

- *The Hills Bros. Story* — Nestle’ Sponsored; 30-minute documentary on the two brothers that started a small store in San Francisco that changed the way coffee was crafted in America
- *Your Life On The Line* — Pacific Bell; 30-minute documentary and safety program that focused on dangerous jobs and other high-risk situations

PRODUCTION AWARDS

- *CAB (Cable Advertising and Broadcast Golden Award)* – Signature Properties Home Series for Comcast Cable Regional.
- Silver Davey Award – (Comcast Spotlight) Spitz Jewelers – Best Original Jingle.
- Silver Award — Best Production, *Your Life On The Line* – Pacific Bell International Film & Television Festival of New York
- Golden Reel Award — Best Camera/Editor, On-Line Magazine *Space Shuttle* International Television Award (ITVA)
- Gold Award — Best Camera/Editor, On-Line Magazine – Pac Bell International Film & Television Festival of New York
- Bronze Award — Lighting Director, *Programming the Perfect Prom* – AMD International Film & Television Festival of New York
- Award of Merit (Joey Award) — Director/Camera, *Your Life On The Line* – Pacific Bell
- Gold Award — Best Director/Camera, *Quest* – Syntex Corporation International Film & Television Festival of New York
- Telly Award of Excellence and A/V Video Producer Awards (1st Annual Award Ceremonies) Best Documentary Production of *The Hills Bros. Story* – Nestle’ Beverage Corp — Featured at the Smithsonian during “Century of Advertising in America”

SOFTWARE

MS Word, Excel, PowerPoint, Strata, and ADcom Research. Avid MC and Photoshop.

TEACHING EXPERIENCE

Part-Time instructor, Diablo Valley College, Concord, CA, 1994 – 2001

Evaluated, discussed, and revamped outdated curricula, in correlation with the chair of the television and field department, to provide students with a refreshed course of study based on today’s technologies. Taught and guided up to 60 students that consisted of young adults, career changers, and older attendees on the excitement of television and film-related careers.