

# Resume Sample

## By Johnny Blue Star



## ANONYMOUS

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Street, City, State, Country  
Email Phone Cell Skype

**POSITION:** Media Production/Sales

**BACKGROUND:** \_\_\_\_\_ is a 2011 MBA graduate \_\_\_\_\_ Graduate School of Management in \_\_\_\_\_. He combines ten years of technical experience, advanced education in film and Internet Marketing with a creative entrepreneurial background in media consulting and sales, video production with special interest in video/animation post-production. As owner of video production company, developed marketing materials and developed strategic sales plans; handled canvassing, presentations and sales. Assertive, sensitive project leader, good conflict manager. Managed video production teams; pharmaceutical technicians in advanced prescription imaging software and communications systems; IT teams in MBA projects. Knowledge of project management software and cost control. Familiar with key areas of Internet Marketing, including Search Engine Optimization, pay-per-click, metatagging, creating and executing presentations in the virtual world. Confident formulator and presenter of business analysis, financial performance, marketing presentations. Looking for position in media consistent with his technical expertise, sales and management objectives.

**CORE COMPETENCIES:** *Management:* MBA; Six Sigma, project management. *Leadership and Mentoring:* Strong leadership skills, culturally aware. *Sales:* Developed campaigns and marketing strategies to market video; handled canvassing, presentations and sales. Good closing skills. *Technical Video Post-Production Skills:* Expert in Final Cut Pro, Adobe products, 3D rendering/modeling- other post-production tools *Interactive Module Development:* Video, Flash, PowerPoint and DVD menus *Internet Marketing:* Keywords. Meta tag, pay-per click strategies, live video conferencing and chat, virtual world meetings and VOIP technology, formatting/embedding video; built custom video players for private/direct hosting. *System and Apps:* Multiple system/applications; expertise in pharmaceutical

terminology/technology; pioneered system macros for pharmacies, reduced workflow/processing time. ***Hardware/Software:*** Proficient- digital/analog hardware, installation, maintenance; creative use of Microsoft Office tools. ***Language Skills:*** Fluent- written/spoken Spanish; customized k-12 ESL with interactive PowerPoint modules. ***Professional Certifications:*** Certified Pharmacy Technician

## **EXPERIENCE:**

**OCT 2001-PRESENT ANONYMOUS PRODUCTIONS** ***Owner-Operator:*** Managed comprehensive video production services to clients seeking event videography, small business owners and independent film producers. Utilized digital video, high definition raw formats, analog and digital sound components to produce content. Uploaded media, managed databases, converted, edited and formatted, navigating compatibility for bandwidth, ensuring flow of dialogue, screenshots and cuts for content consistency. Handled sales and marketing functions- canvassing, presentation, closing skills. Ran business concurrently with outside employment in pharmaceutical industry. *Some key projects executed from 2001-2011, using varying tools and methodologies:* ***Adapted stage performance*** to screen of “Master Harold on the Boys:” a classic play depicting burden of racism on an early American business; shot with MiniDV, converted with digital analog; edited with Final Cut Pro ***Produced custom DVDs*** for final performance of high-school drill team; utilized two cameras, personalized shots and editing; Final Cut, DVD Studio Pro and Adobe Photoshop tools. ***Documented massive “Beer Olympics” event***, supplied copies of final DVDs. Used footage to promote further events hosted by contractors and for viral media campaigns; used Final Cut. ***Shot, co-produced and edited two separate reality TV series*** “Kings of Kansas City” and “Hard Knock Nights,” depicting challenges of nightclub ownership; used Final Cut

**OCT 2001 – FEB 2008 ANONYMOUS SCHOOL DISTRICT, #1 SCHOOL DISTRICT, #2 SCHOOL DISTRICT** ***English Second Language Tutor and Media Specialist:*** Developed customized curriculum. Used interactive PowerPoint modules for K-12 students. Instructed students in use of media software. Translated video/documentation for Spanish-speaking parents and verbally at conferences. ***High School Swim Coach:*** Produced interactive DVDs with footage of practice/meets to aid technique.

**JAN 2006 – FEB 2009 \_\_\_\_\_ DRUG, \_\_\_\_\_ PHARMACY, \_\_\_\_\_ SOLUTIONS, GLOBAL \_\_\_\_\_, \_\_\_\_\_ PHARMACY** ***Pharmacy Technician:*** Traveled regularly between district and regional pharmacies to assist low-staff/high-volume stores. Managed just-in-time delivery of all prescription medications, shipping and receiving. Liaised between many facets of the pharmaceutical industry, including patients, doctors, and insurance agents. Interpreted for Spanish-speaking patients. Oversaw processing and filling of prescriptions across counter and drive-thru terminals; trained new technicians with advanced prescription imaging software/communication systems. Managed on-call team of technicians/pharmacists to support fulfillment. Pioneered utilization of system macros, which helped increase workflow and business processes.

## **EDUCATION:**

**JUNE 2011 Graduated from ANONYMOUS GRADUATE SCHOOL OF MANAGEMENT** City, State in ***Master of Business Administration:*** Led teams of 3-5, managing IT plans, marketing and management plans, case analyses, operations, leadership strategies, approaches to organizational change. Prepared in-depth marketing plans for innovative new products and services. Micro and

macroeconomics. Managerial statistics. Financial analyses, cash flow projections/returns on investments. Marketing, sales management, building client relationships.

**JUL 2009 – OCT 2009 Completed coursework at FULL SAIL UNIVERSITY City, State in *Master of Science Internet Marketing***: Non- matriculated but with valuable experience in keyword research for placed-ads and websites, Also, SEO strategies, metatagging, website analytics, pay-per-click and cost-per-click. Worked with virtual worlds, creating avatars, porting slides, prepared narratives, full presentations for virtual environment. Developed web banners with Flash, Actionscript, other interactive computer languages. Utilized online distribution channels to embed/stream media.

**MAY 2004 Graduated from UNIVERSITY OF \_\_\_\_\_, City, State in *Bachelor of Arts Film Studies***: Studied history of film and moving image. abstract works and theory. Produced many projects, le collaborating with students and actors. Used high definition video to capture raw footage and upload to digital platforms using conversion hardware. Experimented with Final Cut Pro, e using Adobe Photoshop, Flash and other animation tools. Media law and digital rights management. Some key projects executed as film studies projects: **3 Animations as part of animation track**: Adobe Photoshop and Final Cut Pro, Flash, Lightwave 3D and Cinema 4D respectively; **Short comedy titled, “Priorities:”** about a young man who purchases an ill-fated mattress; using MiniDV, digital analog converters, Final Cut Pro, DVD Studio Pro and AC3 audio conversion tools; **Short documentary on the trials and rewards of beginning single motherhood**; shot with MiniDV, uploaded with analog conversion tools, edited with Final Cut.