

CISCO GAMEZ
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PROFESSIONAL EXPERIENCE

Media Producer – Bar Z Adventures, Austin, Texas (2008 – Present)

- Collaborated with marketing and sales teams to design a diverse range of sales tools including brochures, banners, web demos and marketing videos
- Supported sales initiatives by conducting in-person sales calls and advising on creative services and strategic branding
- Developed documentary tour videos from concept to completion with implementation into GPS devices and online marketing presentations

Freelance Services - Austin, Texas (2007 - 2008)

- KXAN Austin News & Austin's CW - Created commercials, news promos and public service announcements. Project responsibilities included script writing, graphic design, directing talent, lighting, photography, non-linear editing and working with marketing, sales and clients with a focus on advertising messages and strategic marketing plans
- The Brooklyn Hospital Center - Graphic design and media communication support for administration, community outreach and off-site hospital campuses. Responsible for design, development and ongoing maintenance of Brooklyn website

Marketing Manager – The Brooklyn Hospital Center, Brooklyn, New York (2003-2007)

- Successfully managed a communication team and collaborated with medical staff to develop print and web publications
- Facilitated communication among board of trustees, healthcare professionals and administration to redesign the Brooklyn Hospital website and to create a process for ongoing maintenance
- Produced media messages for direct mail campaigns, billboards, newspaper, radio and broadcast television.
- Collaborated with local business and organization to develop a series of community outreach events
- Managed relationships with various motion picture film studios and television stations to execute onsite film shoots

Media Services Manager – South Manhattan Health Care Network, New York, New York (2001-2003)

- Coordinated onsite film shoots with various motion picture film studios and television stations
- Created motivational videos for fundraising events highlighting philanthropy
- Collaborated with administration and medical professionals to produce web, print and power point presentations
- Managed development of two low-powered FM radio stations and provided technical instructions to volunteers

Program and Event Manager – CMJK Media, Austin, Texas (1999 – 2001)

- Produced 24 half-hour television episodes of a movie review show that aired on Austin's WB affiliate, KNVA
- Developed newsletters, press kits, internet advertisements and promotional materials

Promotions Producer – LIN Television, Austin, Texas (1996 - 2001)

- Managed a team of media professionals to create a series of community events with live television coverage
- Produced an original on-air media campaign promoting the WB Kids Club
- Coordinated marketing efforts with local area charities to produce Public Service Announcements

Program Producer – Educational Video Network, Huntsville, Texas (1994 – 1997)

- Traveled to Mexico to produce a video depicting slang terms and phrases used by Spanish speaking students
- Researched and produced an educational film on the development of self-esteem for young teens
- Collaborated with nutritionists to create a video highlighting the importance of vitamins for student's health

EDUCATION

Bachelor of Arts – Radio, TV and Film, Sam Houston State University, Huntsville, Texas
Emphasis on television production and marketing

TECHNICAL EXPERIENCE

- Experience with Photoshop, Illustrator, InDesign, Quark Xpress, MS Office, Dreamweaver, Flash, Fireworks, AVID Media Composer, Sorenson Squeeze, Media Cleaner and DVD authoring software
- Broadcast experience with lighting, sound, photography, directing talent, managing film crews, collaborating with clients and coordinating live events