



SUMMARY

Creative, multi-talented, producer/director and Web communications developer. Rich background in aerospace, information technology, and medical enterprises. Proven abilities in conceptual image production and teaching. Skilled at translating and visualizing complex concepts into the visual, motion, or stills. Nationally recognized photographer, film & video producer.

KEY QUALIFICATIONS

- Teaching/coaching
- Marketing/Sales
- Video/Film Producer & Dir
- Team leader/Six Sigma Cert.

TECHNICAL SKILLS

- Adobe CC /Command line
- MS Office, Utilities, FTP
- Web Development/HTML
- Photography & videography

PERSONAL TRAITS

- Analytical, problem solver
- Efficient & goal oriented
- Creative, Innovative
- Customer/Student focused

~~~~~ **PROFESSIONAL EXPERIENCE**

**Pixure NewMedia**, Fort Worth, TX – Principal/Producer **May 1997 – present**  
*Provider of newMedia assets, producer services, photography, video and Web development*

**Bell Helicopter (BH)**, Fort Worth, TX **September 1999 – May 2013**  
*International aerospace manufacturer of vertical lift aircraft (7-10,000 employees)*

**Supervisor Creative Services (BH)**

**October 2011 – May 2013**

Supervised and taught creative teams in the visual arts; improved quality, increased market share

- Implemented and taught strategies for Communications, Marketing, HR, Legal and IT for both internal and external customers; responsible for brochures, Web-based news/social media releases, trade-show-to-market communications (video) media and digital signage
- Initiated development of digital asset management system (DAM, or MAM, Media Asset Management) including processes for storage/retrieval and use in interactive advertising
- Co-developed Brand Guidelines and Photographic Standards & Procedures
- Produced communication, graphic, social media and signage solutions for major events (Armed Forces Bowl/ESPN, Alliance Air Show, new HQ Groundbreaking, etc.)

**Manager, Web Communications (BH)**

**November 2005 – November 2011**

Created, developed, and managed content for Web, print and electronic media, including webcasts, digital signage, intranet, extranet and Internet websites using both a CMS (FatWire) and non-CMS (Adobe CS Suite) tools, which included server administration for IIS, Netscape

- Saved BH an annually recurring \$1million+ by acquiring/implementing domain **BH.COM**
- Created, developed & managed over 100 internal and external websites (both static and dynamic) including BH.COM, BHTI.COM, THEBELLOFFER.COM, ONEBELLMISSION.COM
- Created, co-developed & managed a secure/anonymous Web-based channel (“YourVoice”) for employees to ask questions of management which increased morale and productivity
- Initiated Bell Helicopter’s first social media presence (Twitter, Facebook and YouTube)
- Created Bell’s first QR Codes and target sites for company publications and tradeshow use
- Developed secure instant update methodology for CEO to deliver messaging to Internet site

**Sr. Business Analyst/Web Developer (BH)****September 1999 – November 2005**

Supported external and internal customers in BH's IT Dept. for Web-based tools and protocols (transactional architectures for CRM, SAP, ARIBA, etc.) while developing quality standards of IT

- Produced first and subsequent website makeovers/updates for BELLHELICOPTER.COM
- Wrote Bell's first IT Tech/Style Guide for Web Development, later adapted by TEXTRON (enhanced and ensured consistent development, reduced malware risks, etc.)

**Dallas Photo Imaging, Dallas, TX - Sales & Account Rep****May 1997 – February 1998**

*Manufacturing and processing facility for the graphic arts, digital imaging and film processing*

**UTSW Medical Center, Dallas, TX – Medical Television Producer/Editor****1992 - 1997**

*Allopathic medical school and teaching environment for Parkland, Zale-Lipshy Hospital, et al*

- Produced, wrote, directed and edited teaching medical programs for television. Responsible for both visual & editorial content: surgical programs (long and short form), PSAs, VNRs, etc.
- Produced broadcast content for: CNN, ABC, NBC, CBS, Fox; Verizon, AT&T and SONY
- Produced first in North Texas interactive teaching session (immediately pre-Internet) between UTSW Cardiac Operative Theater and science students in the Keller School district

**Terry McCullough Productions, Dallas, TX – Producer/Director****1988 - 1992**

*International provider of film, video, cinematic productions and theatrical services*

- Created, produced and directed concepts, storyboards and scripts; cinematic programs for industrials, national and international broadcast media; online editorial and photography
- Wrote, produced and directed opening video predicting use of the Internet and "smart homes" for the Consumer Electronics Show, Las Vegas. Client: Sony and the EIA - Electronic Industries Association, Washington, DC

**True Redd Studios / Lightwrx, Fort Worth and Dallas, TX – photography/design****1980 - 1988**

*International and independent provider of high end photography, photographic illustration for advertising, marketing, annual reports and celebrity*

- Produced photography for ad agencies & Fortune 500 clientele (Special effects illustration, etc.)
- Taught adjunct photography classes Tarrant County College – 1980-1981
- Taught adjunct photography classes Texas Christian University – 1983-1984

**AWARDS**

- Finalist in TEXTRON Chairman's Innovation Award
- Plastic Surgery Foundation's Aesthetic Award
- New York Film Festival Gold Medal
- Journalism's Katy Award (Gulf War Syndrome) and Bronze Telly
- Numerous ADDY awards (local, regional & national) for photography and design
- Dallas Society of Visual Communications Gold Award Winner

**EDUCATION**

BFA degree – Commercial Arts & Visual Communications, Texas Christian University

**INTERESTS / HOBBIES:**

Computing, Film/Cinema, Fine Art, NewMedia, Photography, Sports (golf & basketball)