

CONTACT

📍 Monrovia, CA

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LINKS

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EDUCATION

VASSAR COLLEGE

Poughkeepsie, NY

Bachelor of Arts Degree

Major: Drama, with an Emphasis in Film

- Graduated *Cum Laude in Materia Subiecta*.
- Recipient of *The David C. Magid Memorial Prize* for academic excellence in Film and creative achievement in cinematography.
- Won multiple student film festival awards, which received national coverage.

Non-Degree Coursework:

Don Bluth University

- Year-long tutelage under Don Bluth (*The Secret of NIMH, An American Tail*) in traditional, hand-drawn animation techniques; character design, backgrounds, layout, and storyboarding.

Studio Arts

- 2D: Advanced Photoshop Techniques, After Effects, Illustrator, Graphic Design, Matte Painting, Toon Boom.
- 3D: Blender, Unreal Engine, SketchUp.
- Editing: Premiere Pro, DaVinci Resolve.

UCLA Extension

- 35mm Film Editing, Cinematography.

ADAM McDANIEL

OVERVIEW

- Multi award-winning filmmaker & content creator. (Telly, Communicator, Davey awards, and more.)
- Screenplays received over 40 honors from competitions and festivals.
- Illustrator, graphic artist, and animator experienced in digital & traditional media.
- Seasoned expertise in leading high-profile entertainment creative branding, marketing art assets, post-production, and digital deliveries for studios.
- More recent experience in education and teaching, embarking on path toward a CTE teaching credential for Arts, Media & Entertainment.

SELECT WORK EXPERIENCE

CALIFORNIA SCHOOL OF THE ARTS – SAN GABRIEL VALLEY

Instructor: Cinematic Arts Elective / 2D Art Design

Duarte, CA | August 2025 - Present

- Developed new high school elective program in videography, introducing students to screenwriting, cinematography, editing, and developing their own documentary and narrative short films.
- Taught 9th grade 2D Design class, with creative projects covering the fundamental principles and elements of design using non-digital media.

SCOOT EDUCATION / TEACHSTART

Teaching Fellow

Los Angeles County, CA | July 2024 – June 2025

- Long-term placement as an ART TEACHER for both middle and high school grades 6-12; developed instruction syllabus, lesson plans, and implemented engaging teaching methods and activities to inspire creativity and critical thinking in students.
- Other short-term placements for K-12 (including private, charter, and public schools).

CINEMALAD PRODUCTIONS

Director / Producer / Writer / Editor / Videographer / Animator / Web Designer

Monrovia, CA | January 2016 - Present

- Created award-winning production company for freelance illustration, graphic design, filmmaking, videography, and editing.
- Currently filming documentary feature *Amsel: Illustrator of the Lost Art*, the culmination of over 15 years' research into celebrated movie poster artist Richard Amsel (1947-1985), with over 60 interviews filmed throughout the country.
- Managed and directed a team of over 50 volunteers and contractors throughout all aspects of production, research, editing, animation (both hand-drawn and digital motion graphics), promotion, and fundraising campaigns through 501(c)(3) non-profit fiscal sponsor.
- Refer to www.RichardAmselMovie.com for more information.

DELUXE MEDIA, LLC

Project Manager, Digital Graphics & Effects / Key Art Localization

Burbank, CA | October 2021 – March 2023

- Oversaw team of 30+ artists in the branding and localization of motion graphics for leading entertainment properties and franchises (including *Wheel of Time* and *Lord of the Rings: The Rings of Power*), ensuring effective collaboration between artists, account managers, and studio representatives in meeting fast-paced project deadlines.
- Designated project manager for Disney's key art localization, serving as studio's implant with inside access to sensitive internal timelines, communications, and ongoing development of marketing designs and promotions.
- Created and maintained artists' web resource to access client specs, internal guides, and video tutorials.
- Established internship program aimed at nurturing new talent by providing industry-relevant exposure and training.

TEACHING CREDENTIAL

- Have valid 30-Day Substitute Teaching Permit; Certificate of Clearance, California Commission on Teacher Credentialing; Passed CBEST exam; CSETs for Art (Subtests I & II); CSET for Writing Skills; U.S. Constitution Exam; Red Cross First Aid/CPR/AED.

FILMMAKING AWARDS

- Communicator Award of Excellence (Gold): Social Content Series - Arts, Culture & Entertainment for Social Media, 2025.
- Davey Award (Gold): Social Campaigns - Arts, Culture & Lifestyle, 2025.
- Telly Award (Silver): Documentary Series, 2025.
- Best LGBTQ+ Trailer, Wild Sound Festival for Trailers, 2024.
- Vassar College Film Prize, 1996.
- Director's Citation Award, The New Jersey Young Film & Videomakers' Festival, 1996.
- Honorable Mention, SMPTE & Rochester Audio-Visual Association Student Film Festival, 1995.
- Over 40 screenwriting awards & placements.

ART FEATURED with

- The Academy of Motion Picture Arts & Sciences
- Eureka Entertainment / Masters of Cinema
- Intrada Music
- The Secret Movie Club Los Angeles
- LA Weekly (online edition)
- The Newport Beach Film Festival
- The Academy for New Musical Theatre

GALLERY SHOWINGS

- Paris Games, Paris, France
- Warner Bros. Studios, Burbank, CA, USA
- Gallery Nucleus, Alhambra, CA, USA
- POPzilla Gallery, Anaheim, CA, USA
- Creature Features, Burbank, CA, USA
- San Diego Comic Con, CA, USA
- SugarMynt Gallery, South Pasadena, CA, USA
- Frida Cinema/Muzeo Exhibit, Santa Ana, CA, USA

THE ROBOT EYE, INC.

Key Art Designer / Intern

Remote Work | May 2021 – September 2021

- Worked under the tutelage of company founder in creating key art concepts and proposals for the entertainment industry.

WARNER BROS. TECHNOLOGY

Worldwide Onboarding Project Manager, Client Relations

Burbank, CA | November 2015 – August 2020

- Orchestrated the physical and digital onboarding process for television SVOD clients worldwide, ensuring seamless integration from initial technical spec inquiries through final testing and program deliveries.
- Facilitated communication and coordination between worldwide WB sales reps, clients, technical vendors, and service providers, enabling both sales and clients to use company's DETE (automated digital end-to-end) and TOPS (manual) content ordering systems.
- Point of contact for client and sales research requests of worldwide film & television assets, conducting preliminary research into studio's extensive digital and physical libraries, and fielding subsequent granular research with mastering teams and outside vendors.
- Created bi-weekly internal newsletter, enhancing team knowledge, accomplishments, trivia, and company culture.

WARNER BROS. TECHNICAL OPERATIONS

Territory Manager / Worldwide Digital Art Project Manager

Burbank, CA | February 2013 – November 2015

As Territory Manager:

- Client-facing liaison to iTunes (then our largest digital film distributor), managing all end-to-end asset deliveries, promotions, title greenlights, and quality control actions for the Americas, United Kingdom, and Ireland.

As Worldwide Digital Art Project Manager:

- Personally created all art for The Warner Archive Collection's digital releases, as well as all ad hoc artwork tasks when creative vendors could not meet required deadlines, or corrections (however extensive) had to be made. My creative efforts resulted in considerable cost-savings for the department.
- Designated point person for studio's key art localization across all iTunes releases, implementing process workflows between internal WB marketing, design firms, worldwide licensees, and metadata vendors, so that each could better understand priorities, translate them into actionable steps for supply chain resources, and ensure the timely completion of all project deadlines.
- Conducted extensive video tutorials for clients and vendors, to ensure every art asset met required specs, and were properly uploaded into WB's digital archives.

WARNER BROS. DIGITAL OPERATIONS

Film and Digital Art Coordinator

Burbank, CA | December 2008 – February 2013

- Personally completed comprehensive audit and overhaul of the digital distribution team's entire art archive, creating new assets to replace or enhance art files within 10,000+ film and television library.
- Managed domestic film and television artwork, working in close association with WB Home Video and DVD production, in providing customized images to top tier clients – including Apple iTunes, Microsoft XBOX, Sony, Netflix, Amazon, DirecTV, and more.
- Oversaw metadata product management of film and mobile app releases, working with offshore vendors to ensure metadata integrity and meeting client distribution timelines.
- Managed internal and client digital accounts for WHVDirect.com, WB's online press and marketing resource.
- Extensive QC review of all *Warner Archive Collection* physical releases.

WALT DISNEY PICTURES WORLDWIDE TECHNICAL SERVICES

DVD Design & Localization Artist / QC Administrator

(Contracted temporary placement via AppleOne)

Burbank, CA | June - October 2008

- Performed creative digital restoration of antiquated DVD menus, and created new, updated designs – entailing extensive Photoshop work, localized translations, and communication between international metadata and domestic design teams.
- Provided support in DVD menu design and layout, and meticulous quality control.

ART HONORS and FEATURED PROFILES

- ARTitude Publishing House Collective Agency
- Alternative Movie Posters
- DeviantArt.com
- Digital Consciousness Artist of the month
- Indymag profile
- PosterSpy.com
- FanArt-Central.net
- *NJ Courier-News*: 1st & 2nd place for student editorial cartoons

CREATIVE EXPERTISE

- Film and digital production, editing, videography and cinematography.
- Traditional and digital illustration, animation, graphic design, art direction, photo editing/retouching, typography, layout, key art.
- Extensive experience in Photoshop, After Effects, Premiere Pro, InDesign, and other Adobe creative and publishing software.
- Introductory knowledge of Blender, Unreal Engine, SketchUp, and Flip Book.
- Web design / digital UX and UI through WIX, Dreamweaver, and other software.
- Marketing and sales strategies.
- Developing creative campaigns through social media, as well as digital and printed marketing collaterals.
- Archival and historical research.
- Client administration; cross-functional coordination; global partnerships; design quality control.

WRITING EXPERTISE

- Creative pitches, script notes, copy writing, editing, press releases, newsletters, and grant writing.
 - Published book author and produced podcast writer.
 - Received over 40 honors and awards from screenwriting competitions and festivals.
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ASCENT MEDIA

Business Development / Sales Assistant

Burbank, Hollywood & Santa Monica, CA | May 2004 – March 2008

- Supported senior VPs of sales and feature services, catering to all post production services for television, with emphasis on the newly emerging markets of digital intermediates, as well as previews and dailies for feature films.
- Developed and maintained extensive company sales database, tracking all major television production.
- Prepared company presentation materials, press kits, budgets, post production schedules, expense reports, and corporate revenue flowcharts; made extensive “cold” sales calls, with regular follow through.

COLUMBIA COLLEGE HOLLYWOOD

Admissions & Marketing Coordinator

Tarzana, CA | December 2003 – May 2004

- Helped develop the college's website redesign and launch, as well as new print and marketing campaigns.
- Engaged with prospective students at high schools and career fairs across Southern California, through a direct outreach and a targeted, personalized approach.
- This led to a 15% increase in student enrollment within a five-month period, without adding to the college's limited budget.

REVOLUTION STUDIOS

Post Production Coordinator

Santa Monica, CA | August 2002 – February 2003

- Assisted the head of post production, serving as studio liaison in researching and interviewing post production service vendors throughout the Los Angeles area.
- Prepared weekly film status reports, coordinated global transfers of film elements, QC review of film prints, and organized talent screenings, maintaining efficient post-production workflows.

ASCENT MEDIA

Sales Coordinator / Business Development Assistant

Hollywood, CA | March 1998 – August 2002

- Developed compelling creative sales proposals based on script analysis, directly influencing the acquisition of high-profile film contracts.
- In at least three instances, clients specifically cited my proposals as the deciding factor that closed the deals – films that each produced nearly a million dollars' worth of revenue for the company.
- Created and maintained an extensive database to track film projects worldwide, enhancing the efficiency of cross-departmental communication and project management within 36 company infrastructure.
- Streamlined administrative processes by preparing detailed sales revenue reports, project budgets, flowcharts, and support materials, while also contributing to company talent PR and educational outreach initiatives.
- Initiated grant program of post production services for independent filmmakers; served as sound assistant for numerous student and short film projects; coordinated special sound seminar for the American Film Institute.
- Additional administrative assistant to sales executives and the senior vice president of business development.

SOUNDELUX

Assistant to the President

Hollywood, CA | October 1997 – March 1998

BIG TICKET TELEVISION

Writer/Producers' Assistant

Hollywood, CA | October 1996 – June 1997

INTERNSHIPS and VOLUNTEER work

- FOUNDATION FOR THE JUNIOR BLIND, Los Angeles, CA. Volunteer Mentor. Summer 2003.
- THE BUCKS COUNTY PLAYHOUSE, New Hope, PA. Set Designer and Stage Manager for Children's Theater Program. Summer 1995.
- DAVID ROYLE PRODUCTIONS, INC., New York, NY. Intern. Winter 1995.
- THE RUSHMORE THEATER FESTIVAL, Woodbury, NY. Assistant Stage Manager. Summer 1994.
- HUDSON VALLEY FILM and VIDEO OFFICE, Poughkeepsie, NY. Intern. Winter - Spring 1994.
- WPIX TELEVISION / TRIBUNE ENTERTAINMENT, New York, NY. Editing intern. Summer 1993.
- TKR CABLE TELEVISION, Piscataway, NJ. Intern, Production Assistant, and Cameraman. 1991 - 1992.

REFERENCES

CALIFORNIA SCHOOL OF THE ARTS – SAN GABRIEL VALLEY

- Zack Stoff, Coordinator of Film, Television, & Media Technologies
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DELUXE MEDIA, LLC

- Brent Parris, former Director, Localization Ops.
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- Laurence Rodman, former Manager, Localization Ops.
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- Raul Ballesteros, Jr., Project Manager, Producer
jhrr80@sbcglobal.net | 818-391-6841

WARNER BROS.

- John Crosier, former Director, Tech Ops.
villajcc@msn.com | 760-668-3800
- Lynne Kuemmel, former associate, Tech Ops
lynne0ann@yahoo.com | 818-795-7614
- Jonathan Schiminske, former VP, Client Relations
jeschimi@hotmail.com | 909-573-3306
- John Sheehe, former Manager, Digital Ops.
johnsheehe@gmail.com | 818-667-2228

COLUMBIA COLLEGE HOLLYWOOD

- Carmen Munoz, former Admissions Director
cinecarmen@gmail.com | 323-620-8853

OTHER EDUCATION

- Randy Boykins, Dean of Academics, PUC Schools
r.boykins@pucschools.org | 818-720-7661
- Sophie Pleshette, Artist, former Art Teacher | 718-708-2554

PERSONAL

- Jolino Beserra: jolinobyrd@roadrunner.com | 323-313-2181
- Chris Smith: fatherofclarice@hotmail.com | 818-953-7468
- Matthew Lynch: mattlynch26@gmail.com | 818-720-4430

Additional references available upon request