

ADAM McDANIEL

930 Ocean View Ave., Unit D, Monrovia, CA 91016 ♦ T: 626-408-5853 ♦ Cell: 818-749-5280 ♦ Email: cinemalad5@aol.com ♦ www.adammcdaniel.art

OVERVIEW

Award winning artist, filmmaker, cinematographer, and writer, with multifaceted background encompassing multiple medias of production, illustration, animation, and graphic design. Dynamic individual capable of engaging with clients, staff, and executives to provide guidance, training, and creative leadership. Extensive knowledge of entertainment marketing.

CREATIVE EXPERIENCE

Illustration (able to work in different media and styles), Graphic Design, Digital and Traditional Art, 2D Animation, Film and TV Production, Photography, Photo Editing, Retouching, Typography, Trade Ads and Marketing Collaterals, Set Design, Production Design, Cinematography, Screenwriting, Copy Editing, Digital Typesetting, Documentaries, Post Production, End-to-End Deliveries of Digital Content, Research.

TECHNICAL EXPERTISE

Extensive experience in Photoshop, After Effects, Premiere Pro, and other Adobe creative and publishing software, as well as Flip Book, Pinnacle Studio, and nonlinear 16mm and 35mm film editing; film and digital cinematography.

WRITING EXPERIENCE

Strong writing skills, including press releases, newsletters, screenwriting, script notes, grant writing, creative pitches, copy editing, layout, and digital typesetting. Screenplays awarded nearly 40 honors in various writing competitions, and featured coverage in such websites as *Aint It Cool News*.

LEADERSHIP EXPERIENCE

Art Direction; Film and Digital Production, Editing, and Cinematography; Client Administration; Cross-Functional Coordination; Strategic Planning and Analysis; Research Administration; Global Partnerships; Stage Management; Design Quality Control; Marketing and Sales Strategies.

Education

VASSAR COLLEGE

Poughkeepsie, NY / Bachelor of Arts Degree / Major: Film

- Graduated *Cum Laude in Materia Subiecta*.
- Recipient of *The David C. Magid Memorial Prize* for academic excellence in film studies and cinematography.
- Won awards for student film work.

CONTINUED STUDIES:

Don Bluth University

Traditional, hand-drawn animation development and techniques; character design, animation, layout, storyboarding.

Studio Arts

Advanced Photoshop Techniques, Graphic Design, Matte Painting; After Effects; Premiere Pro; Illustrator; Toon Boom; Flash Animation.

UCLA Extension

35mm Film Editing, Cinematography.

Select Work Experience

DELUXE MEDIA, LLC

Project Manager, Digital Graphics & Effects / Disney Key Art
2021 - Present | Burbank, CA

- Management of motion graphics' branding and localization for high profile entertainment properties (including *Wheel of Time*, *The Lord of the Rings: The Rings of Power*), collaborating with team of artists, account managers, and key studio contacts to ensure fast-paced project milestones remain on track.
- Company "implant" at Disney, as the project manager of studio's key art and localization.

CINEMALAD PRODUCTIONS

Owner / Founder / Writer-Director-Producer

2016 - Present | Monrovia, CA

- Created production company for freelance videography & editing.
- Currently filming documentary feature *AMSEL: ILLUSTRATOR OF THE LOST ART*, the culmination of over a decade's worth of research into artist Richard Amsel's life and creative oeuvre. Over 50 interviews across six states have been completed thus far, and I have managed and directed a team of over 50 volunteers throughout all aspects of production, research, editing, and animation.
- See www.RichardAmselMovie.com for more information.

THE ROBOT EYE, INC.

Key Art Design Intern

2021 | Remote

- Worked under the tutelage of company founder, specializing in creating key art images and marketing collaterals for the entertainment industry.

WARNER BROS. TECHNOLOGY

Client Relations Administrator

2015 - 2020 | Burbank, CA

- Managed digital and physical end-to-end onboarding of worldwide television SVOD clients, from initial technical spec queries through final testing and next-day program airings.
- Onboarding liaison between worldwide WB sales reps, clients, technical vendors, and service providers, enabling both sales and clients to use company's DEFE (automated digital end-to-end) and TOPS (manual) content ordering systems.
- Point of contact for clients' and sales' research requests of worldwide film & television assets, performing initial research into studio's extensive digital and physical libraries, and fielding granular research with mastering team and outside vendors.
- Personally designed, wrote, and published internal team company newsletter.

WARNER BROS. TECHNICAL OPERATIONS

Digital Art Coordinator and Global Client Administrator / Territory Manager for the Americas, UK, and Ireland

2013 - 2015 | Burbank, CA

- Personally prepared and managed all iTunes poster artwork for Warner Archive Collection titles, as well as localized artwork "overflow" for foreign territories when creative firms could not meet required deadlines, or corrections had to be made. This spared the company from having to employ outside vendors for the additional work, and resulted in several thousand dollars' cost-savings for the department.
- Client-facing liaison to iTunes (our largest digital film distributor at that time), supporting end-to-end execution of asset deliveries and quality control for Warner Bros.' film titles across the United States, Mexico, Brazil, Latin America, Canada, United Kingdom, and Ireland.
- Oversaw all communication and process workflows between internal WB marketing, design firms, worldwide licensees, and metadata vendors, so that they could better understand priorities, translate them into actionable steps for supply chain resources, and ensure the timely completion of all domestic and localized foreign-language artwork.
- Gave extensive video tutorials to all creative vendors, to ensure that every art asset met our required specs, and were correctly uploaded into WB's extensive digital archives.
- Managed WB sales' action items for domestic film and television promotional pricing for iTunes; client support for iTunes' day-after episodic television releases, including asset management, quality control, promotions, and title greenlights.

WARNER BROS. DIGITAL OPERATIONS

Film and Digital Art Coordinator

2008 - 2013 | Burbank, CA

- Personally completed an extensive overhaul of the digital distribution team's entire art archive, by preparing new assets for missing, obsolete, or unsatisfactory art files within 10,000+ film and television library.
- Managed domestic film and television artwork for studio's digital operations team and The Warner Archive Collection, 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.
- Metadata product management for film, mobile, and app releases (including DC's Comixology titles), working with an offshore vendor to ensure metadata integrity and timely product setup to meet required client deadlines.
- Managed digital accounts for WHVDirect.com, WB's online press and marketing resource.
- Extensive QC review for The Warner Archive Collection's MOD (manufactured on demand) titles.

WALT DISNEY PICTURES WORLDWIDE TECHNICAL SERVICES

QC Administrator / Assistant to DVD WTS Design Team (Contracted via AppleOne)

2008 | Burbank, CA

- Performed extensive digital restoration and touchup work of old and obsolete DVD menus lacking layered Photoshop sources; coordinated localized translations from territories and implemented them into the reworked designs; assisted designers with DVD menu layouts and frame-by-frame UX QC.

ASCENT MEDIA – LEVEL 3 POST

Business Development / Sales Assistant

2004 - 2008 | Burbank, CA

- Supported senior VPs of sales, catering to all post production services for television.
- Created weekly sales database tracking all major television production, including pilots, half hours, hours, MOWs, and TV specials.

ASCENT MEDIA CREATIVE SERVICES – ENCORE HOLLYWOOD & RIOT, INC.

Business Development / Sales Assistant

2004 | Hollywood & Santa Monica, CA

- Supported VP of feature services, catering to the newly emerging sales markets of digital intermediates, as well as previews and dailies for feature films.
- Made extensive “cold” sales calls, with regular follow through.
- Prepared company presentation materials, press kits, budgets, post production schedules, expense reports, and corporate revenue flowcharts.

COLUMBIA COLLEGE HOLLYWOOD

Admissions & Marketing Coordinator

2003 - 2004 | Tarzana, CA

- Developed sales and marketing strategies to better promote non-profit film school, entailing new internet campaigns, print ads, and redesign of college’s website.
- Personally visited high schools and career fairs throughout southern California for face-to-face meetings with prospective students. This targeted, personalized approach helped increase student enrollment by over 15% in five months, without taking away from the college’s limited budget.

REVOLUTION STUDIOS

Post Production Coordinator

2002 - 2003 | Santa Monica, CA

- Assisted the head of post production, and served as studio liaison in researching and interviewing post production service companies throughout the Los Angeles area.
- Prepared weekly film status reports and post production schedules, and coordinated talent screenings and transfers of film elements throughout the world.

ASCENT MEDIA — SOUNDELUX (formerly LIBERTY MEDIA)

Sales Coordinator / Business Development Assistant

1997 - 2002 | Hollywood, CA

- Wrote creative “pitches” to producers and post production supervisors, of customized creative sound design approaches, based solely on initial scripts. In at least two instances, my proposals were deemed the deciding factor that closed the deals — two films that each produced nearly a million dollars’ worth of revenue for the company.
- Information “point person” for marketing, sales, and corporate teams within 36 company infrastructure, personally developing a comprehensive database tracking thousands of films from development through post production; involving extensive research and direct communication with studios and production companies worldwide.
- Administrative assistant to sales executives and senior vice president of business development.
- Prepared weekly sales revenue reports, film schedule flowcharts, script breakdowns, sales presentations, and assisted in post production bids.
- Managed all PR materials and resumes for sound supervisors, mixers, and editors.
- 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.

SOUNDELUX

Assistant to the President
1997 - 1998 | Hollywood, CA

BIG TICKET TELEVISION

Writer/Producers' Administrative Assistant
October 1996 – July 1997 | Hollywood, CA

INTERNSHIPS & VOLUNTEER WORK

- FOUNDATION FOR THE JUNIOR BLIND, Los Angeles, CA. Volunteer Mentor. Summer 2003
- THE BUCKS COUNTY PLAYHOUSE, New Hope, PA. Assistant Art Director, Stage Manager, and Set Designer. Summer 1995.
- DAVID ROYLE PRODUCTIONS, INC., New York, NY. Intern. Winter 1995.
- THE RUSHMORE 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.

Professional Skills Overview**ART, DESIGN & ANIMATION**

- Award-winning artist / illustrator, able to work in different media and styles.
- Proficient in traditional techniques as well as digital art and animation applications, graphic design, typography, layout, set and production design for theater and film, advertising and photo restoration / retouching.
- Extensive experience in Photoshop, After Effects, and other Adobe creative and publishing software.
- Art featured with The Academy of Motion Picture Arts & Sciences, Intrada Music, The Secret Movie Club, Newport Beach Film Festival, Academy for New Musical Theatre, and Month 9 / Tantrum Books.
- Gallery showings include: Paris Games, Gallery Nucleus, San Diego Comic Con, Warner Bros. Studios, SugarMynt Gallery, POPzilla Gallery, Creature Features, Capsule Gallery.

FILM & VIDEO

- Award-winning writer, director & cinematographer.
- Strong background in film & television production, cinematography, production design, post production, as well as marketing and sales.
- Cinematographer of documentaries and short films; longtime cameraman for various cable television talk shows, arts, news and sports coverage.
- Editing: Linear and non-linear film and video editing, including 16mm and 35mm film, Adobe Premiere Pro, Pinnacle Studio.

GALLERY SHOWINGS include

- 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
- Capsule Gallery, Los Angeles, CA, USA

ARTWORK FEATURED with

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