

ADAM McDANIEL

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OVERVIEW

Award winning artist, filmmaker, cinematographer, and writer, with multifaceted background encompassing all phases of film and TV production. Dynamic individual capable of engaging with clients, artists, staff, and executives in providing guidance, training, and creative leadership. Extensive experience in entertainment marketing (both creatively and global strategies), project management, quality control, client onboarding, and end-to-end deliveries of digital content to high profile clients worldwide.

CREATIVE EXPERTISE

Able to work in both traditional and digital illustration, animation, graphic design, photo editing/retouching, typography, layout, trade ads, key art, marketing collaterals, and creative social media campaigns. Previous experience in set/production design, art direction, videography, screenwriting, copy editing/writing, documentaries, and archival research.

TECHNICAL EXPERTISE

Extensive experience in Photoshop, After Effects, Premiere Pro, and other Adobe creative and publishing software, as well as Blender, Unreal Engine, SketchUp, Flip Book, Pinnacle Studio, and web design.

WRITING EXPERTISE

- Received over 40 honors from screenwriting competitions and festivals; first script selected for coverage by *Aint It Cool News*.
- Strong writing skills, including press releases, newsletters, script notes, grant writing, creative pitches, copy editing, and layout.
- Award-winning podcast script "Improper Dosage" produced by The Morbid Forest in 2023; had first novel published in 2002.

Education

VASSAR COLLEGE

Poughkeepsie, NY

Received 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 creative achievement in cinematography.
- Won multiple festival awards for student film work.

DON BLUTH UNIVERSITY

- Year-long training under Don Bluth 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, Graphic Novel Development.
- 3D: Blender, Unreal Engine, SketchUp.
- Editing: Premiere Pro, DaVinci Resolve.

UCLA EXTENSION

- 35mm Film Editing, Cinematography.

Select Work Experience

CINEMALAD PRODUCTIONS

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

2016 - Present | Monrovia, CA

- Created 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). Over 60 interviews have been filmed throughout the country, and I have managed and directed a team of over 50 volunteers and contractors throughout all aspects of production, research, editing, animation, promotion, and fundraising. Refer to www.RichardAmselMovie.com for more information.

DELUXE MEDIA, LLC

Project Manager, Digital Graphics & Effects / Key Art Localization

2021 - 2023 | Burbank, CA

- Management of motion graphics' branding and localization for high profile entertainment properties (including *Wheel of Time* and *The Lord of the Rings: The Rings of Power*), collaborating with teams of artists, account managers, and key studio contacts to ensure fast-paced project milestones remain on track.
- Designated project manager "implant" for all Disney's key art localization.
- Developed and spearheaded a new internship program, designed to foster new talent through exposure and training within the creative localization team.

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

Worldwide Onboarding Administrator, Client Relations
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 DETE (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

Manager (the Americas, UK, and Ireland) / Worldwide Digital Art Coordinator & Client Administrator
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 temporary placement 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

Business Development / Sales Assistant

2004 - 2008 | Burbank, Hollywood & Santa Monica, CA

- 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.
- Created weekly sales database tracking all major television production, including pilots, half hours, hours, MOWs, and TV specials.
- 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 vendors throughout the Los Angeles area. Prepared weekly film status reports and post production schedules, and coordinated talent screenings and transfers of film elements worldwide.

ASCENT MEDIA

Sales Coordinator / Business Development Assistant

1998 - 2002 | Hollywood, CA

- Wrote creative “pitches” to producers and post production supervisors, of customized creative sound design approaches, based solely on initial script readings. In at least two 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.
- 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 the 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

1996 - 1997 | Hollywood, CA

ART 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
- Capsole 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