

# Adam McDaniel

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## EDUCATION

### **VASSAR COLLEGE, Poughkeepsie, NY.**

Bachelor of Arts Degree. Major: Film Studies. Graduated with Departmental Honors.

- Recipient of *The David C. Magid Memorial Prize* for academic excellence in film studies and cinematography, and various awards for student film work.

## WORK EXPERIENCE

### **WARNER BROS. DIGITAL DISTRIBUTION / TECHNICAL OPERATIONS, Burbank, CA.**

**Art Coordinator / Assistant to Director of Operations & Digital Supply Chain. December 2008 – Present.**

#### As Art Coordinator:

- Managed virtually all artwork for the studio's digital distribution team and *The Warner Archive Collection*, working in close association with home video and marketing in providing film and television artwork to affiliates, vendors and distributors.
- Performed extensive overhaul of department's digital art archives, including identifying and preparing those art assets that were missing, and replacing art that was either obsolete or of unsatisfactory quality — entailing artwork for thousands of films within the VWB library.
- Executed heavy workloads with “can't miss” weekly deadlines, while servicing day-to-day studio and vendor digital art requests — entailing extensive Photoshop tailoring of art assets to unique specifications, cleanup / restoration of one-sheets, and “fabricating” missing art assets from other available sources.

#### As Assistant to Director of Operations & Digital Supply Chain:

- Extensive scheduling of appointments and business travel, handling of expenses for reimbursement, and other support/admin duties.

#### Other Department Responsibilities:

- QC of preview screeners for The Warner Archive Collection's MOD titles.
- Coordinator of mobile film content, video, Comixology and game apps, film chaptering material, metadata and product setup within SAP.

➤ **Samples of Warner Bros. artwork:** [www.adammcdaniel.com/art\\_warnerbrosDD2.htm](http://www.adammcdaniel.com/art_warnerbrosDD2.htm)

### **WALT DISNEY PICTURES WORLDWIDE TECHNICAL SERVICES, Burbank, CA.**

**QC Administrator / Assistant to DVD WTS Design Team. Temporary placement via Apple One. August – October 2008.**

- Performed extensive digital restoration and touchup work on old or obsolete DVD menu designs.
- Reworked DVD menu pages for language translations, including image and text redesigns.
- QC of all incoming / outgoing content for the preparation and delivery of Disney DVD menu art assets to foreign vendors.
- Assisted DVD menu designers with capturing screengrab images for menu layout.

➤ **Samples of Disney WTS artwork:** [www.adammcdaniel.com/art\\_disneyWTS.htm](http://www.adammcdaniel.com/art_disneyWTS.htm)

### **ASCENT MEDIA — LEVEL 3 POST, Burbank, CA.**

**Business Development / Sales Assistant. November 2004 – March 2008.**

- 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.
- Prepared budgets, post production schedules, expense reports, and corporate revenue flowcharts.

### **ASCENT MEDIA — CREATIVE SERVICES, Hollywood & Santa Monica, CA.**

**Business Development / Sales Assistant. May – November, 2004.**

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

### **COLUMBIA COLLEGE HOLLYWOOD, Tarzana, CA.**

**Admissions & Marketing Coordinator. December 2003 – May 2004.**

- 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%, without taking away from the college's limited budget.
- Developed sales and marketing strategies to better promote non-profit film school, entailing new internet campaigns, print ads, and redesign of college's website.
- Assisted with college orientations, tours, and annual accreditation reports.

### **REVOLUTION STUDIOS, Santa Monica, CA.**

**Post Production Coordinator. September 2002 – February 2003.**

- Assisted the head of post production of major film studio, and functioned as the 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.
- Select film credits: **PETER PAN, TEARS OF THE SUN, DADDY DAY CARE, ANGER MANAGEMENT.**

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**ASCENT MEDIA — SOUNDELUX (formerly LIBERTY MEDIA), Hollywood, CA.****Feature Film Sales Coordinator / Business Development Assistant. November 1997 – September 2002.**

- Information “point person” for marketing, sales, and corporate teams within 36 company infrastructure.
- Personally developed comprehensive database tracking thousands of films from development through post production, involving extensive research and 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.
- Maintained all PR materials and resumes for sound supervisors, mixers, and editors.
- Initiated grant program of post production sound services for independent filmmakers; Served as sound assistant for numerous student and short film projects; Coordinated special sound seminar for the American Film Institute.
- Assisted company talent by writing creative “pitches” to producers. In at least one instance, my written proposal was deemed the deciding factor that closed a deal — a film that produced nearly a million dollars worth of revenue for the company.

**BIG TICKET TELEVISION, Hollywood, CA.****Writer/Producers’ Assistant. October 1996 – July 1997.**

- Administrative assistant to two writer / producers. Heavy phones, scheduling, and script coverage.

**ADDITIONAL FILM CREDITS****THE CUTTING EDGE: THE MAGIC OF MOVIE EDITING****UNCOMMON SENSE: THE ART & IMAGINATION OF NANCY WILLARD****THE RULES OF ATTRACTION****SCOTCH AND MILK****ST. ANDREW’S GIRLS****8:00 A.M.** (student short).

- Director’s Citation: The New Jersey Short Film & Videomakers Festival.
- Honorable Mention: SMPTE & Rochester AVA Short Film Fest.

Post Production Assistant  
 Co-Cinematographer  
 Post Production Sound Assistant  
 Post Production Sound Assistant  
 Production Designer  
 Director/Writer/Cinematographer/Editor

**PROFESSIONAL SKILLS****Art, Design & Animation:**

- Award-winning artist working in many different styles, including graphic design, layout, set and production design for theater and film, advertising, illustration, and photo restoration / retouching.
- Extensive experience in Photoshop. Working knowledge of Illustrator and InDesign.
- Animation: Good knowledge of After Effects (2D), working knowledge of Toon Boom, Maya/3D, and Macromedia Flash.

➤ **Online art portfolio:** [www.adammcdaniel.com/art\\_gallery.htm](http://www.adammcdaniel.com/art_gallery.htm)

**Film & Video:**

- Ten years experience assisting sales teams within television and feature film post production, including extensive production tracking, talent research, creation of bids and sales spreadsheets, and regular “cold” sales calls and follow through.
- Cinematographer of documentaries and short films; longtime cameraman for various cable television talk shows and sports coverage.
- Editing: Working knowledge of 16mm and 35mm film editing, and such nonlinear editing software as Avid Media Composer, Final Cut, and Pinnacle.
- Working knowledge of ZOOtech translation software and Blackmagic Digibeta Deck.

**Web Design:**

- Proficient in Dreamweaver for building graphics-heavy websites and web content.
- Created **[www.RichardAmsel.info](http://www.RichardAmsel.info)**, a website about the late American illustrator and movie poster artist. Receiving nearly a million hits a year, the site has helped rekindle interest in the artist’s life and career.

**Writing:**

- Award-winning writer, with screenplays honored by Amazon Studios, Words From Here, and featured in entertainment websites *Ain’t It Cool News* and *The Unsung Critic*.
- Author of *How To Succeed in Heaven Without Really Dying* and *Chasing Echoes Through the Dark* (upcoming).
- Strong familiarity with copy editing, digital typesetting, press releases, newsletters, script notes and grant writing.

**Administrative Skills:**

- Comfortable handling heavy phones.
- Typing: 50 wpm.
- Computer savvy with Windows and Macintosh systems. MS Word, Excel, Power Point, Filemaker Pro, Act, Outlook, Xymox, Chermox, Xytech, CRM/CDA user interface (used for WHVDirect.com), SAP, many others.