

From location scout to producer & director, my creative work has spanned all facets of content development, execution toward inspired and immersive visual experiences. My obsessive passion for storytelling drives my continual quest to push boundaries and deliver fresh audience experiences regardless of media, method or genre. With a global network of best in class creative collaborators, I seek to harness the best talent for each endeavor, inspire creative vision and empower them to perform their best at their respective craft.

EXPERIENCE

Founder, Viable Reality Lab — 2020-Present

VRL was formed to utilize the latest technology and innovative approaches. In media creation to provide accessible world class solutions to a wide array of clients. In addition to traditional tactics, VRL consults and builds teams to execute content creation in branded content, broadcast & digital, interactive experiential design, 360°, AR/VR and merged reality content, feature film, short film, live multi-cam TV & webcast.

Dir. of Broadcast & Motion Content, GuideWell Connect, Jax FL — 2014-2020

Played a key role in building and leading an in-agency, integrated production team of writers, producers, directors, animators, editors, sound design and full media service and delivery. Served as the department liaison to creative all other agency functions, to design, create and produce strategically integrated content for local, regional and national brands. Tactics included broadcast, digital/social, CTV, OTT, experiential, interactive and 360° video innovation.

Executive Producer, Digital Video Arts, Jax FL — 2012-2014

Lead interface to clients, agencies and production teams for a well established video production and post-production house in North Florida. Lead point of contact for agency and direct clients. Responsible for planning, budgeting, p&l • workflow processes, production management, vendor sourcing, quality assurance. Clients: Pilot Pen, Bacardi, Winn-Dixie, Florida Blue (BCBS of FL), Medstar Hospital System, George Washington Hospital, Homes.com, ForRent.com, Zimmerman Agency/ Bright Red, St. John & Partners, Fry Hamm & Barr, Shepard Agency, AB&C, On Ideas.

Founder | Director, Fat Screaming Baby, Jacksonville FL — 2009-2012

Founding partner of this boutique film development and production house building a clientele whose projects include narrative, documentary, commercial and music video and live event design and production. Services include creative development, brand identity & messaging, budgeting / line producing, production management and post-production.

Executive Producer, The Doorpost Film Project July 2008-Oct 2009

Served as full time Director and Supervising Producer for the Doorpost Film Project, an international online short film festival/contest voted among Filmmaker Magazine's "25 Festivals worth the entry fee" in 2009. Doorpost funded short film projects which have gone on to garner dozens of festival awards and accolades around the world. Developed a filmmaker mentoring program pairing finalist with seasoned Hollywood professionals for development and guidance. Curated judging panels from among top Hollywood business professionals. Produced and Directed an annual 3-day awards event in Nashville including celebrity hosts and multi-camera live webcast finale.

Sr. Producer | Director, Paladin Media Group, Charlottesville, Va. 2006- 2008

Clients: University of VA, Center for Politics, National Astronomy Observatory, Comcast Newsmakers.

Producer, "The Daily Beat" for Metrovision, New York, NY 2001

Field and package producer for this daily live music-centric TV show with 3MM viewers. *Booking, writing, producing live feeds with national rock acts from the Hammerstein ballroom studio and the backstages of NYC.*

Unit Production Manager, MTV Networks, New York, NY 2001- 2006

VH1

"The Next White Rapper" - Reality Series May

LOGO NETWORK Original Programming

"Simply Sketch" Live to Tape Presentation to LOGO Network Executives for consideration as a LOGO Original Series

MTV News & Docs

- *"V For Vendetta: Movie Special"* - News Special with Natalie Portman.
- *"Juvies"* Pilot & Reality Series - Development, Pilot, Series shot in Chicago.
- *"High School Stories"* - TV Series, 45 episodes shot across USA
- *"The Man Show"*. - TV Series, NY Unit

EDUCATION

Bob Jones University — B.A, Theology

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