

Avi J Liebowitz

avi@TheMediaJack.com • 808.393.5655

The 'Kitchen Sink' Resume | Portfolio Available @ TheMediaJack.com

Objective

To work with audio, visual, and web media utilizing my abilities as a Production Manager, Director, Videographer, and Web Coder to facilitate creativity and foster growth. Accomplish aforementioned tasks utilizing strong analytical skills with qualifications spanning from the media arts to the more technical. Achieve these goals relying on considerable experience with multicultural communications across a multitude of ages and aptitudes.

Employment

Production Director: 2/15 – Present

Adept.li

- Manage ad operations and web media for corporate news clientele (News-Press & Gazette Co./Morgan Murphy Media) in medium-size markets across the country (Lakana Affiliates)
- Work with Google Ad Manager/DFP for ad trafficking and coordinating campaigns with retargeting through AffinityX, Simpl.fi and others

Multimedia Manager: 6/08 – 6/14

Partnership for the Performing Arts, LP (The Fabulous Palm Springs Follies)

- Created customized content management system based on open source CMS coding platform
- Utilized social media tools and platforms to create and distribute content with viral potential
- Created and managed successful cross-platform compatible ongoing e-newsletter and social media marketing campaigns including video using digital camcorders and non-linear editing
- Created aggressive and bleeding-edge marketing strategies
- Provided expert analysis of marketing campaigns and new technologies
- Managed and trained information technology personnel
- Oversaw major server upgrades from OSX 10.4.11 to 10.7, including consolidation and restructuring of data storage onto Promise Pegasus thunderbolt arrays
- Oversaw and implemented overhaul of outdated Retrospect local client backups to in-house and cloud backups utilizing CrashPlan Pro and Drobo FS
- Executed multiple website migrations from Verio to Rackspace with over 14GB of files and 6 databases
- Thoroughly documented policies and procedures to create standards of operation and knowledge databases

Production Director: 3/07 – 6/08

DGT Design & New Media

- Managed major web projects including corporate extranet and corporate site (News-Press & Gazette Company)
- Managed 7 leading local television news station websites in small-to-medium-size markets across the country including creation and development of rich media tools (WorldNow Affiliates)
- Built and launched rich media website for major Southern California real-estate TV program

Art Design & Layout: 2/07 – 10/07

Todo y Algo Mas (“Everything and Something More”)

- Designed, launched, and managed popular Spanish language digest which was highly praised on local radio
- Designed and launched popular companion website and advertising campaign for digest

Director & Technical Director: 8/06 – 3/07

Desert Television, LLC (KPSP)

- Supervised and trained new production employees
- Lead director of weekend news and staff director of morning, weekday, and entertainment shows
- Operated computer graphics, media playback, and audio consoles

Avi J Liebowitz

avi@TheMediaJack.com • 808.393.5655

(Page 2/3)

Technical Director & Instructor: 8/04 – 8/06

College of the Desert

- Oversaw major theatrical productions including numerous concerts and presentations
- Created comprehensive equipment inventories after years of neglect
- Created and implemented multifaceted working safety protocols
- Created technical production and design concentration integrated into degree program
- Managed and worked within tight production budgets to ensure fiscal success
- Served as Facilities Manager overseeing, maintaining, and improving theatrical facilities
- Oversaw, directed, and trained house management and box office staff

Director & Technical Director: 9/02 – 8/04

Gulf California Broadcast Co. (KESQ/KUNA/KDFX)

- Supervised and trained new production and operations employees
- Worked with production team to update graphics database and station brand
- Supervised and directed Spanish language newscasts
- Served as Floor Manager and operated ENG camcorders, both manual and robotic
- Operated camera shading, audio consoles, tuned satellite feeds, and “live shots,” as well as edited content for on-air broadcasts

Tech Crew: 9/00 – 6/02

Western Washington University (College of Fine and Performing Arts)

- Crewed lighting hang and focus
- Worked on fly rail during shows and loaded weight for proper balance

Teacher (3rd/5th Grade) & Computer Technician: 9/99 – 6/02

Congregation Beth Israel

Assistant Stage Manager: 1998

Palm Desert “Dance Under the Stars” Choreography Festival (College of the Desert)

Education

California State University, Dominguez Hills, 2006

- Graduate work: Master of Humanities

Western Washington University, 2002

- Degree: Bachelor of Arts in Theatre Arts

Special Skills

Advanced knowledge of video editing, production, and graphic design software including:

- Final Cut Pro X and 7
- Adobe Creative Suite Products
- AVID Products
- Audacity
- Video encoding applications, DVD authoring

Advanced computer knowledge including:

- PHP, Smarty, HTML, XML, CSS, and other major web technologies, frameworks, and coding languages
- Server technology, Apache HTTP Server, SQL, command-line interface
- Microsoft PC/Mac hardware and operating systems, firewalls, and office productivity suites
- Audio and visual technology

Avi J Liebowitz

avi@TheMediaJack.com • 808.393.5655

(Page 3/3)

Memorable Achievements, Certificates, Affiliations & Professional Memberships

- Member of International Academy of Web Television: 2011
- Social Media 'Marketeer' for open source content management system CMS Made Simple: 2011
- Makeup Design Finalist of Region 7 for the 33rd American College Theater Festival, Kennedy Center: 2001
- California Basic Educational Skills Test Passed: 2004
- Directed, wrote and produced successful short film, *Malevaje*, shown at the Amazon.com Tribeca Online Film Festival: 2004
- Properties management and design for *Uniforms*, a successful full-length 16mm independent film produced in Bellingham, WA: 1999
- Certificate of Training for Business Computers under Regional Occupation Program: 1996

Featured Theatrical & Film Production Experience

Directing:

- Push/Boulder by Raven Burnett, The 24-Hour Play Festival
Western Washington University: 9/00 – 6/01

Master Electrician:

- One Act Plays
Western Washington University: 9/99 – 6/00
- New Playwrights Theatre
Western Washington University: 9/99 – 6/00

Properties Management & Design:

- Uniforms, Independent 16mm Film
Bellingham/Seattle, WA: 1999

Makeup Design:

- The Kentucky Cycle (Parts 1 and 2) by Robert Schenkkan
Western Washington University: 9/01 – 6/02
- The Beauty Queen of Leenane by Martin McDonagh
Western Washington University: 9/00 – 6/01
- Angels in America (Parts 1 and 2) by Tony Kushner
Western Washington University: 9/00 – 6/01
- Angels in America (Part 1) by Tony Kushner: (Assistant)
Western Washington University: 9/99 – 6/00
- Anagrammatica by Cory Calhoun, Plays 4 Us
Western Washington University: 9/99 – 6/00
- Pentecost by David Edgar: (Crew)
Western Washington University: 9/99 – 6/00