

# ADAM McDANIEL

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## Professional Experience

### **WARNER BROS. TECHNICAL OPERATIONS, Burbank, CA.**

#### **Global Client Administrator / Digital Art Coordinator. June 2013 – Present.**

- Managed studio's domestic digital art assets, working in close association with Warner Home Video and DVD production in providing film and television artwork, while supporting top tier clients – including Apple iTunes, Microsoft XBOX, Sony, Netflix, Amazon, DirecTV, and more.
- Streamlined communication and process workflow between WB's International Creative team, worldwide licensees, and metadata vendors to ensure completion of localized artwork.
- Personally completed localized artwork "overflow" for foreign locales when creative vendors could not meet required deadlines; this required regular communication between licensees and metadata teams in obtaining correct title translations, which I then used to best match the look and style of original English title treatments.
- Managed tutorials and extensive troubleshooting with creative vendors to ensure art assets met required specs, and were correctly uploaded into WB's digital archives.

### **WARNER BROS. DIGITAL OPERATIONS, Burbank, CA.**

#### **Film and Digital Art Coordinator. December 2008 – June 2013.**

- Personally performed extensive overhaul of studio's digital art archive, preparing new assets for missing, obsolete, or unsatisfactory art files within 10,000+ film and television library.
- Managed domestic artwork for studio's digital operations team and *The Warner Archive Collection*.
- Metadata product management for film, mobile, and app releases, working with an offshore vendor to ensure metadata integrity and timely product setup to meet required client deadlines.
- Managed digital user accounts for WHVDirect.com, WB's online press and marketing resource.
- QC of screeners for The Warner Archive Collection's MOD titles.
- Administrative support to Director of Digital Operations.

### **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 and obsolete DVD menus.
- Reworked DVD menu pages for language translations, including image and text redesigns.
- QC of all incoming / outgoing content for the preparation and delivery of DVD menu art assets to foreign vendors.
- Assisted designers with capturing screengrab images for menu layouts.

### **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 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.**

- Developed sales and marketing strategies to better promote non-profit film school, entailing new internet campaigns, print ads, and redesign of college's website.
- 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.

## 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.

## Overview

- Award-winning artist / illustrator, able to work in different media and styles. Proficient in digital art applications, layout, and web design.
- Ten years' experience in film and television post production, including marketing, sales, and project coordination.
- Cinematographer of documentaries and short films; longtime cameraman for various cable television talk shows and sports coverage.
- Strong writing skills, including press releases, newsletters, script notes, grant writing, and creative pitches.
- Good familiarity with copy editing, layout, and digital typesetting.

## Professional Skills

### **Art, Design & Animation:**

- Graphic design, layout, set and production design for theater and film, advertising, illustration, and photo restoration / retouching.
- Extensive experience in Photoshop. Strong knowledge of Illustrator, Quark, and InDesign.
- Animation: Good knowledge of After Effects, working knowledge of Toon Boom, Maya/3D, and Macromedia Flash.

### **Film & Video:**

- Editing: Working knowledge of 16mm and 35mm film editing, and such nonlinear editing software as Avid Media Composer, Final Cut, and Pinnacle Studio.
- Background in film production, cinematography, and production design.

### **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.

Continued

**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.

**ASCENT MEDIA — SOUNDELUX (formerly LIBERTY MEDIA), Hollywood, CA.****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.

## Internships & Volunteer Work

FOUNDATION FOR THE JUNIOR BLIND, Los Angeles, CA. Volunteer/Mentor. Summer 2003.

THE POUGHKEEPSIE BARDAVON THEATER CHILDREN'S PROGRAM, Poughkeepsie, NY.

Set designer. Spring 1996.

DAVID ROYLE PRODUCTIONS, INC., New York, NY. Intern. Winter 1995.

THE BUCKS COUNTY PLAYHOUSE, CHILDREN'S THEATER PROGRAM, New Hope, PA.

Assistant Art Director, Stage Manager, and Set Designer. Summer 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. Intern. Summer 1993.

TKR CABLE TELEVISION, Piscataway, NJ. Intern. September 1991 - September 1992.

THE NEW JERSEY SHAKESPEARE FESTIVAL, Madison, NJ. Volunteer. Spring 1991.

## Administrative Skills

Computer savvy with Windows and Macintosh systems. MS Word, Excel, Power Point, Filemaker Pro, SAP, Sharepoint, Act, Outlook, Xymox, Chermox, Xytech, UpDoc, MARS, many others. Extensive experience in Photoshop. Strong knowledge of Illustrator, Quark, and InDesign.



## Links

Personal website: [www.adammcdaniel.com](http://www.adammcdaniel.com)

LinkedIn profile:

[www.linkedin.com/pub/adam-mcdaniel/10/18b/17](http://www.linkedin.com/pub/adam-mcdaniel/10/18b/17)IMDb.com profile: [www.imdb.com/name/nm0567382](http://www.imdb.com/name/nm0567382)Art portfolio: [www.adammcdaniel.com/art\\_gallery.htm](http://www.adammcdaniel.com/art_gallery.htm)➔ To access the **MOVIE STUDIO WORK** page within the art gallery, enter the password **movies**.

## Honors & Awards

### ART

- Featured in Art Galleries:  
*Capsule (Los Angeles, CA)*  
*Gallery Nucleus (Alhambra, CA)*
- Conventions:  
*Comic-Con San Diego*  
*ComiConn Connecticut*
- Publications:  
*L.A. Weekly (online edition)*  
*The Hollywood Reporter (online edition)*
- Awards/Honors:  
Featured Artist: DeviantArt.com. 2008.  
Artist of the Month: Digital Consciousness.  
November 2005.  
NJ Courier-News: 1<sup>st</sup> & 2<sup>nd</sup> place for student editorial cartoons, 1991-1992.

### FILM

- *Director's Citation:* The New Jersey Short Film & Videomakers Festival. 1996.
- *Honorable Mention:* SMPTE & Rochester AVA Short Film Festival. 1995.

### WRITING

- First screenplay featured by *Aint It Cool News* as one of the best "undiscovered" scripts of 2000. It was also a second place winner at *Words From Here's* Third Annual Screenplay Competition.
- Second screenplay chosen by Hollywood blogger "The Unsung Critic" as the best script of 2006, and was a semifinalist in Amazon Studios' very first script selections, December 2010.

## Select Film Credits

### Post Production Coordinator

*Peter Pan**Tears of the Sun**Daddy Day Care**Anger Management*

### Post Production Assistant

*The Cutting Edge: The Magic of Movie Editing*

### Post Production Sound Assistant

*The Rules of Attraction**Scotch and Milk*

### Director / Writer / Cinematographer / Editor

8:00 a.m. (award-winning student short)

### Cinematographer

*Uncommon Sense: The Art & Imagination of**Nancy Willard**Divine Intervention* (short)

### Production Designer

*St. Andrews Girls*