

Bill Pardonner

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PROFESSIONAL SUMMARY

- Award winning content creator with over ten years of marketing and advertising experience
- Advanced over 1,900 advertising and marketing messages for hundreds of clients applying a solid blend of creative, technical and project management skills.

RELEVANT SKILLS AND EXPERIENCE

Communications/Media

- Analyzing clients and competitors existing advertising and marketing positions to develop marketing strategies
- Copywriting for advertising, sales presentations, marketing, training, promotions, SEO
- Content creation; WordPress, InDesign, DIVI, Photoshop, Final Cut Pro
- Cultivating relationships with key advertising clients to increase sales and market share
- Award winning video producer; Westchester DOT Bee Line, 1-A Ranch and more
- Video editing, compositing: Final Cut Pro, Adobe Premier, Photoshop, Shooting/Videography: HD, DSLR, HDV, lighting, talent direction, technical direction
- Client presentations
- Contributed articles to company newsletter

Project Planning / Management

- Scheduled personnel and resources for over 1,900 video productions and ensured that content was delivered on-time and on-budget, in a fast-paced environment
- Initiated media library/database, reducing errors in trafficking commercials and archiving procedures
- Trained and supervised crew/staff
- Launched an inter-office resource sharing program to include a multimedia library, talent database, ad copy resources and status reports
- Generated weekly production status and billing reports to help prevent, find, and resolve any billing or scheduling discrepancies
- Recruited and supervised production interns
- Researched and advised on equipment requirements, technologies, and purchases
- Assessed and prioritized capital expenditures

Computer Skills

Mac, PC, Final Cut Pro, Adobe Creative Cloud, Premiere Pro, Photoshop, In Design, Google G Suite, Google Docs, Slack, MS Office, MS Word, MS Excel, MS PowerPoint, Adobe InDesign, CMS, WordPress, DIVI, SEO, Social Media, Android

WORK EXPERIENCE

Freelance Video Editor, 21st Century Fox, New York, NY, April 2014 to present

Senior Producer / Director, Cablevision Media Sales, Fishkill, NY, 2000 to November 2012

EDUCATION

BS in Communications / Media, Fredonia State University, Fredonia, New York

PROFESSIONAL DEVELOPMENT

- **Intermediate Wordpress**, Dutchess Community College, Poughkeepsie, NY
- **Editors Workshop**, Post Resources, Ossining, NY
- **Basics of Media Law**, American Management Association, New York, NY
- **Copywriting Workshop**, American Management Association, New York, NY
- **Power of Lighting Workshop** at MSNBC, Fort Lee, NJ

AWARDS & RECOGNITION

- **National Finalist-** The Vision Awards; Westchester DOT Bee-Line Campaign
- **National Finalist-** The Vision Awards; [*Best Use of Humor*] 1-A Ranch "Animal Agent"
- **The Videographer Awards-** Honorable Mention; *Ad Sales Presentation*
- **The Communicator-** Honorable Mention; JCPenney "Happy Returns"