

Patrick Gallagher

PRODUCER, VIDEOGRAPHER, EDITOR, INSTALLER, RESEARCHER, GENERAL NERD, ETC

Patrick Gallagher

Ohio University - Athens, Ohio

Bachelor of Science - Telecommunications (Media Production)

- ▶ *Director of Excellence Award (2004, 2005)*

Master of Arts - Telecommunications Management

- ▶ *Nationwide Legacy Management Award (2006)*

Horse Power Productions, LLC - Cleveland, Ohio

Owner, President

- ▶ *Work with clients directly to fulfill their media production needs*
- ▶ *Participate in all aspects of media production, website development, print design services, and interactive project development*
- ▶ *Hire/train freelance videographers, editors, and programmers*

Freelance Contracting - Cleveland, Ohio

- ▶ *Impact Communications (2007-2012) - 18-20 hours/week*
- ▶ *Brecksville-Broadview Hts. City School District (2006-2012) - 20 hours/week*
- ▶ *Ray Charles Marketing Group (2006-2012) - contracted as needed*



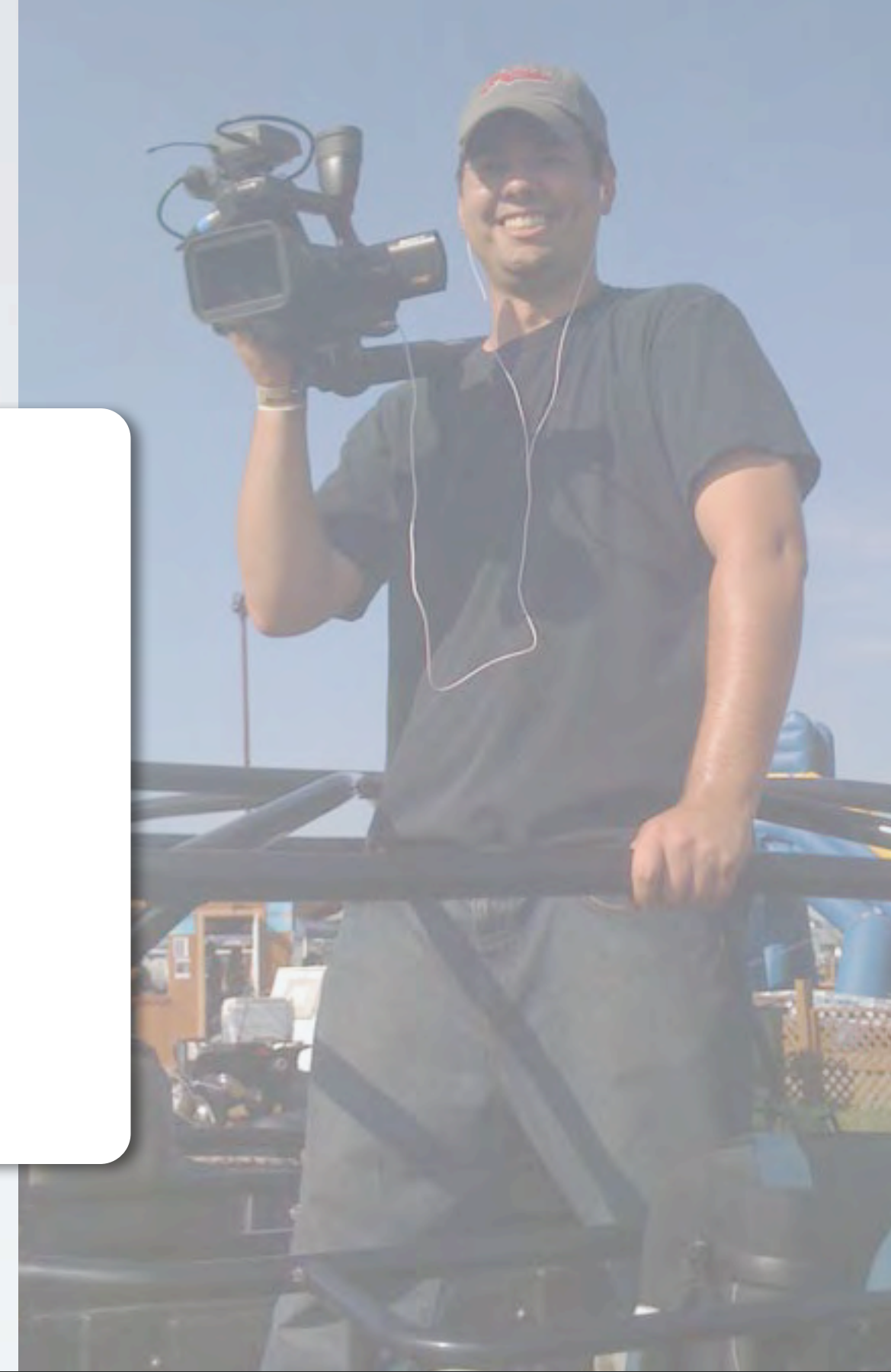
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Freelance Contracting Employment

Impact Communications - Cleveland, Ohio

Media Specialist (20-25 hours/week)

- ▶ *Served as the in-house videographer/editor for Impact Communications*
- ▶ *Created/Optimized asset library for 30 years worth of media production clients*
- ▶ *Developed/Implemented HTML-based media viewer for client reviews*
- ▶ *Stage-managed live shows*
- ▶ *Served as technical consultant for all aspects of interactive project development*
- ▶ *Traveled throughout the United States producing videos directly with Fortune 500 clients*
- ▶ *Trained multiple interns and entry-level employees*



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Freelance Contracting Employment

Brecksville-Broadview Heights City School District - Cleveland, Ohio

Media Consultant - BeeTV Coordinator (20 hours/week)

- ▶ *Managed all operations of the districts video-production department*
- ▶ *Trained high-school students in single and multiple camera productions and postproduction*
- ▶ *Wrote and produced promotional and informational videos for the school district covering news events, live sports, and theatrical plays and concerts*
- ▶ *Produced a five minute live news program each day for the 2200 high school student audience*
- ▶ *Managed all aspects of program distribution, including in-house television broadcasting, public-access programming, and web-based video delivery*
- ▶ *Initiated and led rebranding campaign for the District and its six schools*



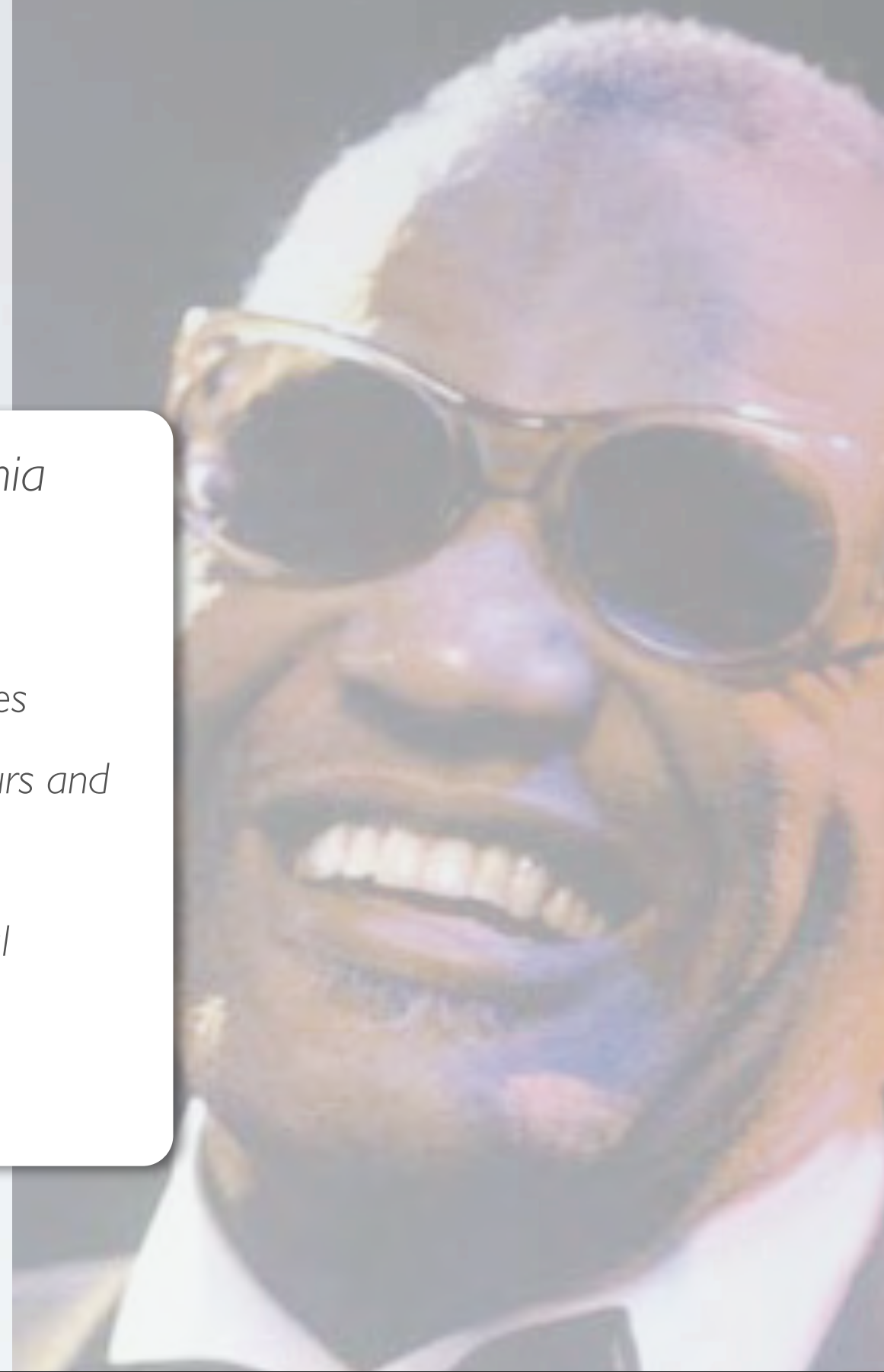
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Freelance Contracting Employment

Ray Charles Marketing Group - *Cleveland, Ohio & Los Angeles, California*

Technical Consultant - contracted as needed

- ▶ *Work directly with RCMG President producing content as needed*
- ▶ *Organized, standardized, and digitized asset library for all of Ray Charles' video appearances*
- ▶ *Create PowerPoint Presentations for various Marketing Group functions, including Studio Tours and advertising pitch meetings*
- ▶ *Produce spec-commercial video concepts for advertising pitch meetings (one led to national Chevrolet Superbowl Ad - February 2012)*
- ▶ *Create spec-audio CDs and print designs for advertising pitch meetings*



Project Portfolio

COMPELLING PROJECTS FOR VARIOUS CLIENTS WITH WIDELY-DIFFERING GOALS AND OBJECTIVES

Video Production

“Editing is now something almost everyone can do at a simple level and enjoy, but to take it to a higher level requires the same dedication and persistence that any art form does.”

- *Walter Murch, Oscar-Winning Film Editor*

Sterling Jewelers Incentive Trip Video

Producer, Videographer, Editor
(Impact Communications)



Responsibilities:

- ▶ Produced on-site 15 minute video covering the weeks activities
- ▶ Singlehandedly shot and edited videos
- ▶ Worked directly with client to ensure video met their needs and expectations
- ▶ Produced two of these videos per year in 2010 and 2011
- ▶ Ensured completion in time to duplicate and give-away DVDs to 1500 attendees

MTD “UTV Prototype”

Producer, Videographer, Editor
(Impact Communications)



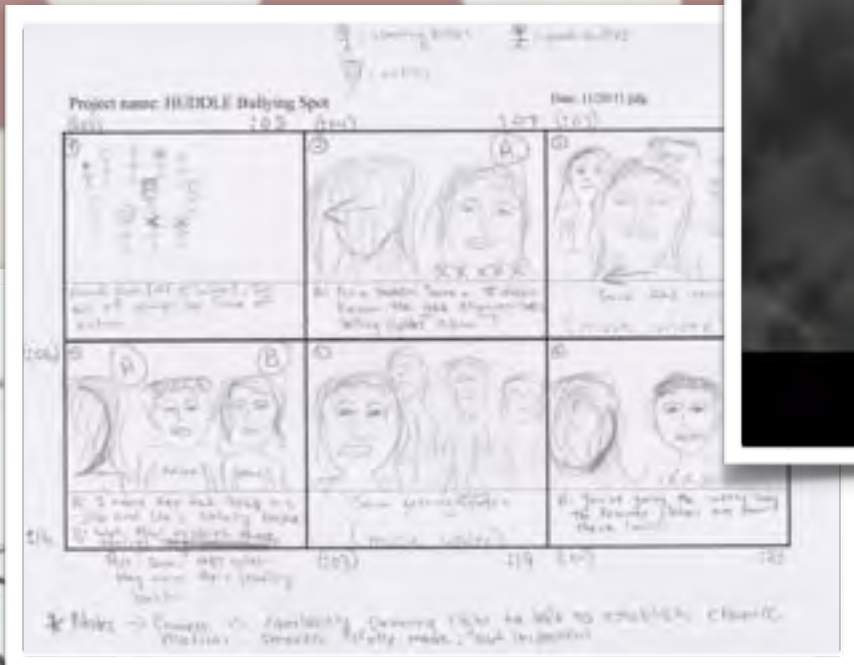
Responsibilities:

- ▶ Produced 12 minute video promoting speculative product in Sturgis, SD
- ▶ Shot and edited video featuring client testimonials and B-roll running footage of vehicles collected at “Bike Week 2010”
- ▶ Worked directly with client to ensure video met their needs and expectations
- ▶ Ensured completion in time for client to pitch concept to Harley Davidson



CAPA Video Campaign

Producer, Videographer, Editor
(Horse Power Productions)



Responsibilities:

- ▶ Produced a year-long series of Video News Reels promoting client's events and raising their community profile
- ▶ Developed a series of Public Service Announcements that were broadcast throughout Northeast Ohio
- ▶ Created an interactive media gallery to house all video assets

Inside The Smucker's Pantry

Producer, Videographer, Editor
(PKB Creative)



Responsibilities:

- ▶ Recorded and documented prominent national bloggers as they toured the J.M. Smucker Company Headquarters
- ▶ Created personalized videos for each blogger as a take-away
- ▶ Assist bloggers in uploading and promoting their videos on their distribution channels

FAMILY FOOTBALL BLITZ



Saturday,
August 18, 2012

Brecksville High
School Complex



Matt Galland

Founder, *Rush For A Cause*



Responsibilities:

- ▶ Wrote, produced, shot and edited Public Service Announcement
- ▶ Coordinated playback schedule and formatting with Cleveland broadcast and cable networks

Rush For A Cause PSA

Producer, Videographer, Editor
(Horse Power Productions)

Interactive Projects

“Our role is to imagine products that don't exist
and guide them to life.”

- Christopher Stringer, Apple Designer

Glidden Photobooth

Producer, Technical Developer
(Impact Communications)



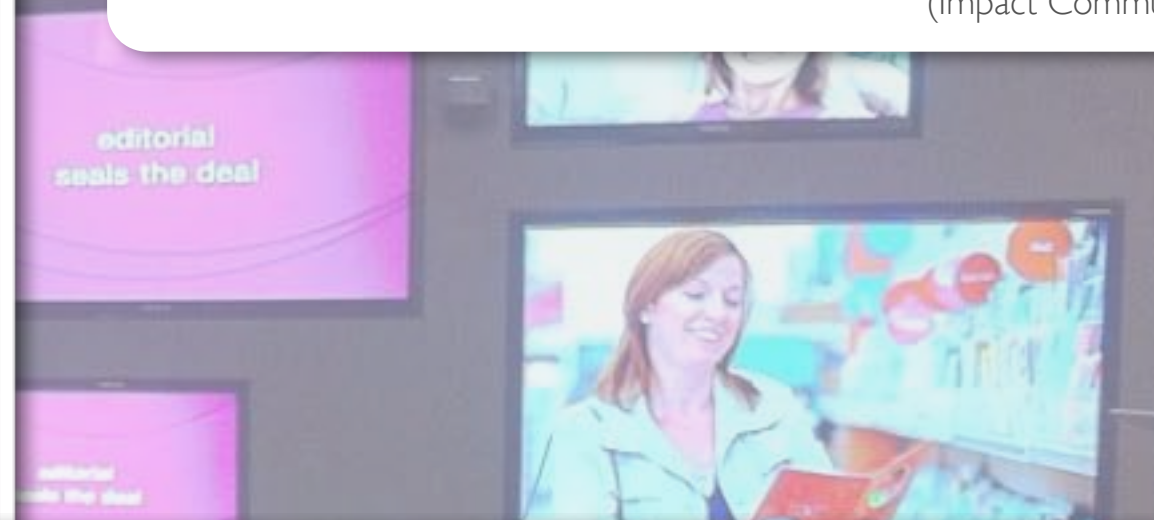
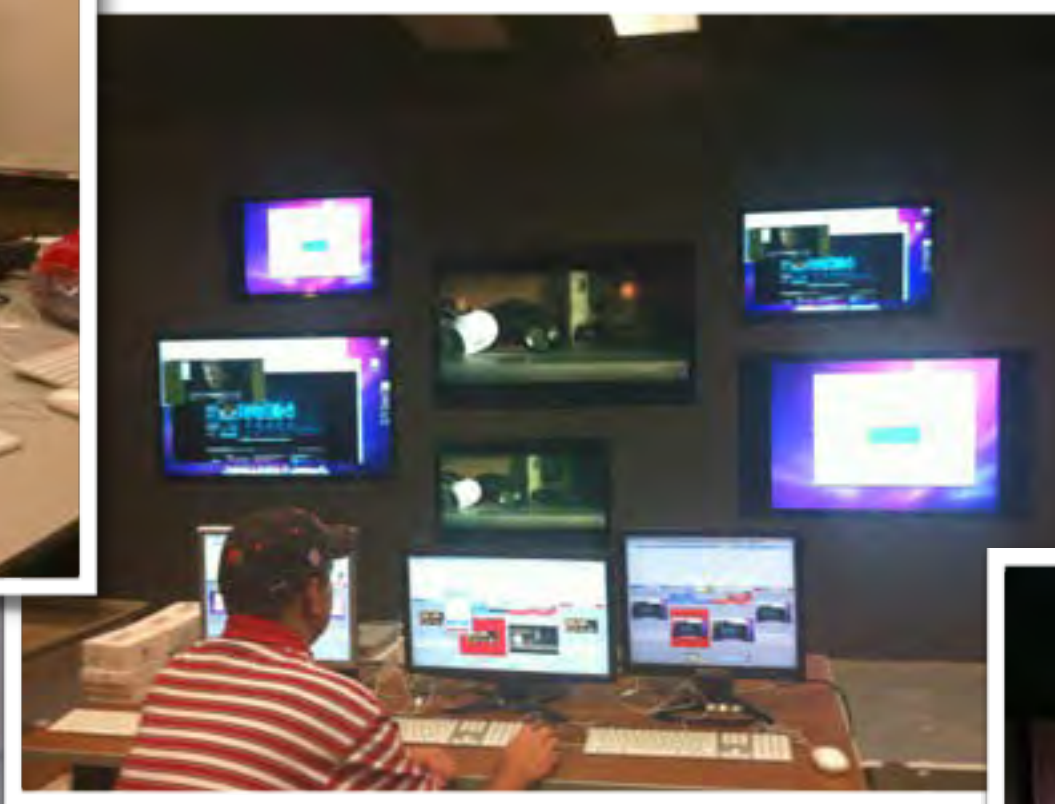
Responsibilities:

- ▶ Researched/implemented software solution
- ▶ Created video attract-loop
- ▶ Specified, purchased, and installed all hardware
- ▶ On-site troubleshooting as needed
- ▶ Created training manual for booth operators

American Greetings Innovation Showroom

Technical Producer, Installer

(Impact Communications)



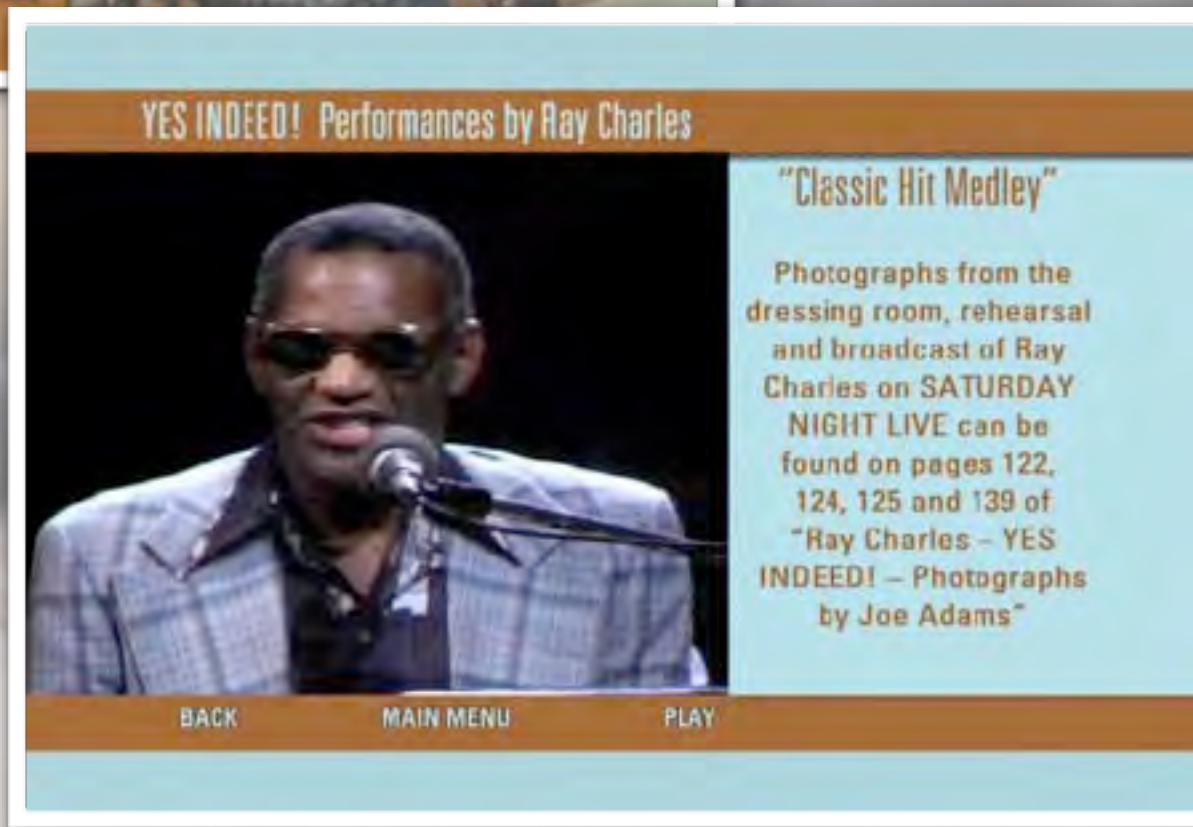
Responsibilities:

- ▶ Researched/implemented hardware and software to remotely play and sync multiple PowerPoint Presentations
- ▶ Specified, purchased, and installed all hardware
- ▶ Transcoded media to ensure uniform/smooth playback on system
- ▶ Trained presenters directly on using the system
- ▶ On-site troubleshooting as needed



Ray Charles - Yes, Indeed!

DVD Author, Video Editor
(Ray Charles Marketing Group)



Responsibilities:

- ▶ Worked directly with RCMG to choose clips for bonus DVD to be included with photo-book
- ▶ Edited selected clips and created compilations
- ▶ Designed DVD menus, layouts
- ▶ Authored Master DVD

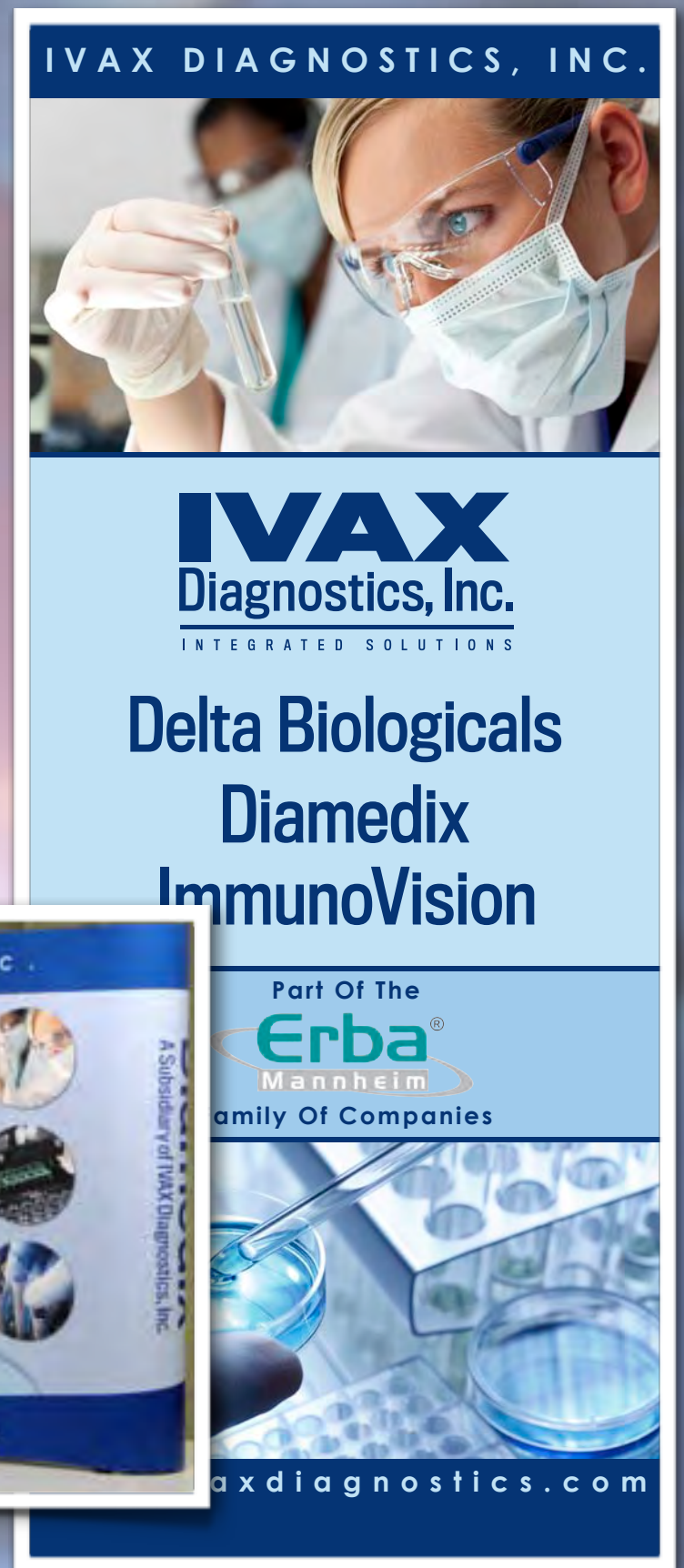
Print & Design Projects

“To create a memorable design, you need to start with a thought that’s worth remembering”

- Thomas Manss, Graphic Designer

IVAX Diagnostics Collateral

Designer
(Horse Power Productions)



Responsibilities:

- ▶ Developed marketing collateral and sales tools for North American business operations
- ▶ Created Sell Sheets, trade-publication advertisements, Features and Benefits Analysis sheets, rack cards, banners, and table-top displays
- ▶ Designed product specific mouse pads, sales folders, and other give-aways

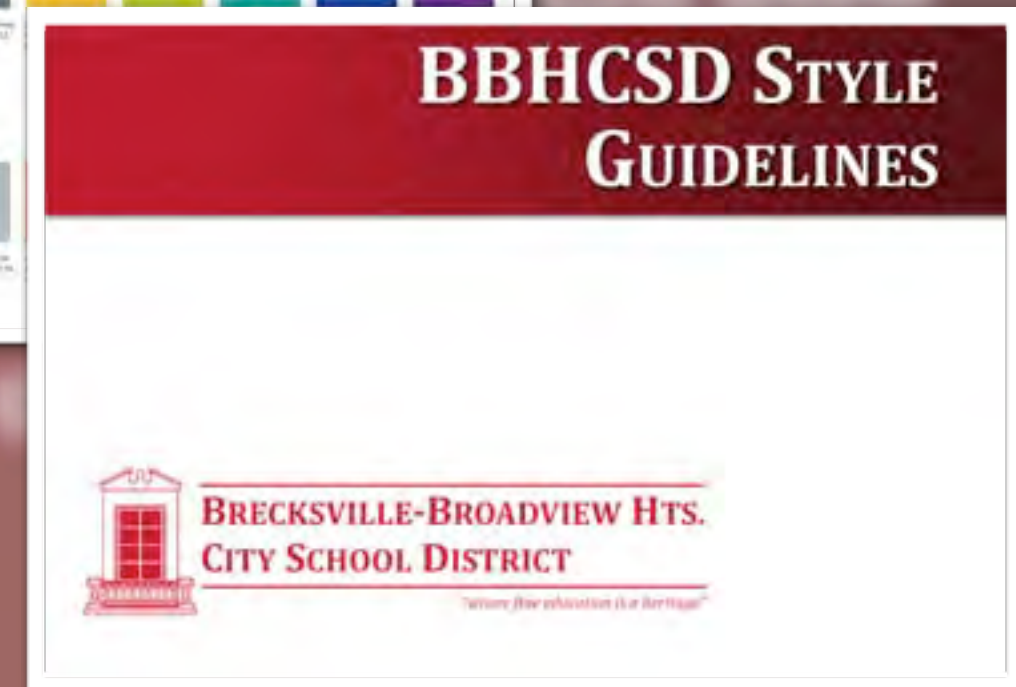
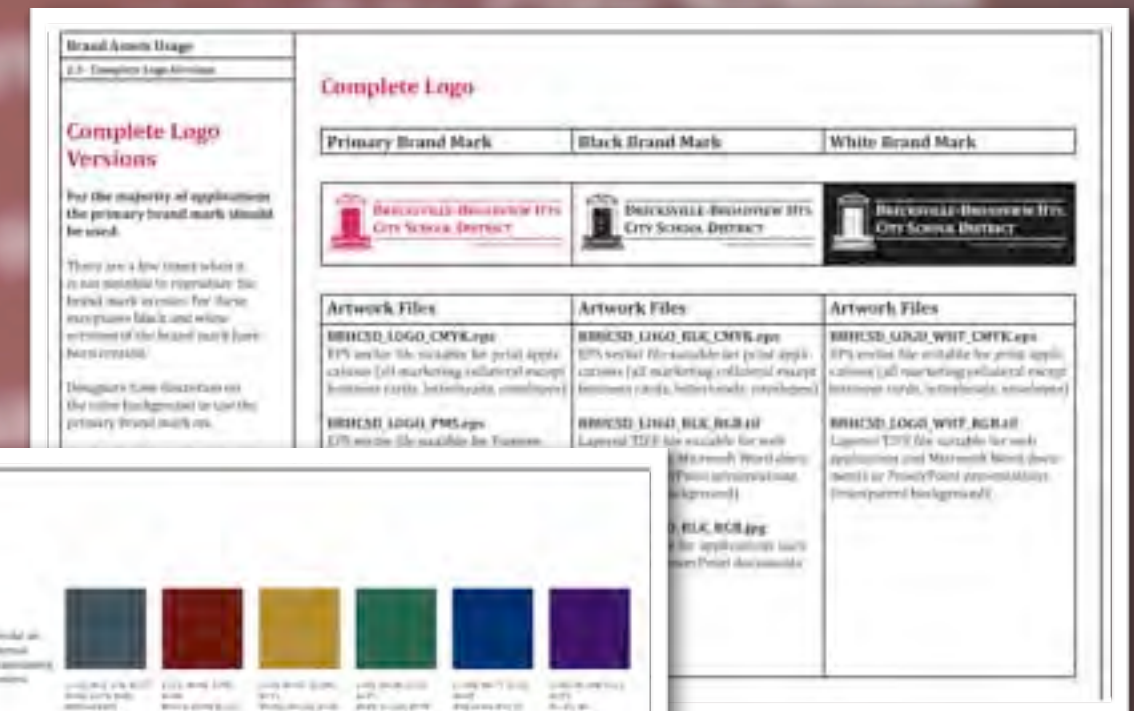


Rebranding Campaign

Designer
(Horse Power Productions)

Responsibilities:

- ▶ Developed color palette
- ▶ Created logos and usage rules
- ▶ Installed font directives
- ▶ Developed PowerPoint templates
- ▶ Created business card/letterhead templates
- ▶ Created downloadable "Vendor Toolkit" with all assets for contractors/in-house design



Thank you for viewing my presentation and I hope to have the opportunity to discuss with you how my talents and experience would integrate into your organization. I look forward to hearing from you, and encourage you to contact me for more information or with any questions.

Contact Information:

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