

DAN O'BRIEN

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EXPERIENCE:

PARADISE TELEVISION NETWORK

September 2007 – Present *Producer & Editor Maui, Hawaii*

- Write, produce, and edit HD and SD commercials, editorials, and promotional materials for Scenic Hawaii HD and Maui's Visitor Channel 7.
- Produce HD and SD on-location shoots.

PBS - KCET

August 2003 – July 2007 *Senior Producer/Editor Los Angeles, CA*

- Creative Lead for KCET's award-winning brand refresh (\$100,000 budget).
- Creative Lead for brand development of KCET's new digital channel (\$50,000 budget).
- Define and manage brand identity and continuity.
- Write, produce, and edit national spots for PBS programs, including "Independent Lens" and "Tavis Smiley".
- Write, produce, and edit image/branding spots, tune-ins, news topical, marketing spots, and presentation reels.
- Manage team of on-air producers and editors, including offline/online workflow, assignments, and spot approvals.
- Train producers and online editors on editing systems, Adobe After Effects, and Adobe Photoshop.

September 2000 - August 2003 *Producer & Editor*

- Produced and edited local tune-in spots, marketing spots, image/branding spots.
- Packaged 20-30 spots per week.
- Helped maintain overall brand continuity.
- Managed on-air database and PBS promo reel database.

SOFTWARE PROFICIENCY

- Final Cut Studio
- Avid Symphony, Media Composer, Adrenaline, Xpress Pro, Unity
- Adobe After Effects & Photoshop
- Can work on both Mac and PC

EDUCATION

Indiana University *Bachelor of Arts: Bloomington, IN*
Graduated August 1994 *Telecommunications*

- Concentration in Radio and Television
- Minor in Sociology

Online Demo Reel:

<http://obrien.preditors.net/reel.htm> (Quicktime 7 needed)