

From: William Lockwood/Hieromedia

Re: **Video Editor**

I have owned and operated a multimedia design studio in Hardwick, NJ for the past twelve years, operating freelance out of my home. As the attached resume indicates, in that time I have provided a wide range of sales and marketing tools for my clients including corporate video output as DVD presentations and web-based video.

I own a Canon XL-1S/3CCD chip camera, Sennheiser wireless microphones, lighting and shoot/direct my own video productions. The resulting footage is captured to a Mac system and edited using Final Cut Pro and authored to DVD using DVD Studio Pro. I create all of the amaray case and CD labeling art and provide my clients with a sophisticated high quality marketing vehicle to promote their businesses.

If you are interested in learning more about me I have provided a link to samples of my corporate video productions. A DVD project completed last year for Little Hill-Alina Lodge (an alcohol and drug rehabilitation center in New Jersey) received the **New Jersey Advertising Club's 2008 First Place Award in Multimedia/Public Service Campaign** category. The link is currently on my test server at the following URL:

<http://raq4.etess.com/videosample>

I thoroughly enjoy filming and editing video in the digital environment and have long desired to incorporate more and more video production in my business -- however, focusing on small to medium size businesses traditionally means that their more modest marketing budgets very often do not allow for the level of expenditures these projects require.

The rigors of managing and operating a business as the sole owner and employee can be considerable and for some time now I have been looking for the right opportunity to work for another company in an area which closely matches my experience and passions. Your Craig's List advertisement intrigued me and I decided to contact you to see if some natural synergies existed between your needs and my experiences and skillset.

As the resume indicates, I also have a great deal of management/decision making experience in my past, a characteristic which, though not explicitly required in your ad, would doubtlessly provide an additional benefit. As the sole employee of my own company, multi-tasking was necessarily on-going event.

Look over the attached resume -- I would welcome the opportunity to meet with you in person and discuss how my experience and objectives might match the goals of your growing enterprise.

Thank you for your time . . .

Professional Objective

A hands-on opportunity in video production/editing, multimedia marketing, and computer graphic design, drawing on eighteen years of experience in the industry.

Experience**Computer Graphics Designer/Video Producer/Multimedia Design** ————— **1995 - Present****Hierographics, Inc., Hardwick NJ**

- Founder/owner/sole creative artist for one-man freelance design shop
- Focused on all forms of multimedia marketing: websites, video production/editing, logos, electronic and print ads, catalogs, brochures, flyers, postcards, and CD/DVD presentations
- Highly proficient in Photoshop, Illustrator, InDesign, GoLive, Dreamweaver, FormZ, Electric Image Universe Animator, Final Cut Pro, DVD Studio Pro, Powerpoint, Excel, and Word
- **Own Canon XL-1S/3CCD chip camera and Sennheiser wireless microphones**
- Website: www.hieromedia.com

Vice-President/Director of Operations ————— **1976 - 1995****The Ehrhart-Babic Group, Englewood Cliffs NJ**

- Independent marketing research firm specializing in in-store research: audits, controlled store tests, mini-markets, syndicated distribution/pricing studies, product placement/testing, and custom research for Fortune 500 companies such as General Foods, General Mills, Anheuser-Busch, Pepsi, CPC, RJ Reynolds, and Seagrams
- Last eight years served as VP/Director of Operations
- Green-lighted migration from an IBM mainframe-based operation to a PC-based network
- Created, staffed and operated an in-house advertising/marketing agency servicing the company as well as some of the firm's clients for over six years
- Responsible for 40-60 employees operating across three divisions

Account Executive ————— **1973 - 1976****The Lloyd H. Hall Company, New York NY**

- Account Executive focused on custom store audit research, product placement and matched-panel controlled-store testing

Education**Rutgers College, Rutgers University, New Brunswick NJ** ————— **Sept 1968 - May 1972**

- Bachelor of Arts Degree in English

Hawthorne High School, Hawthorne NJ ————— **Sept 1964 - June 1968**

- College prep curriculum