

Michael Holt

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Education:

B.A., University of Chicago
M.F.A., in Cinema/TV, University of Southern California

Employment History:

2008-present Multimedia Consultant

- Web site development and design
- Multimedia project management
- Web site architecture and usability
- Interaction design
- Web content creation, including web based presentations and video

2002-2007 International Medical Corps, Santa Monica Special Projects Manager

- Produced, directed, and edited videos, including promotional videos, videos for Internet use, PSAs, special event videos, news clips.
- Managed web site (imcworldwide.org) and updates web site regularly with stories, photos, and fundraising appeals. In five years, the web site grew from a medium-sized static site to a large CMS-based system interacting with a separate eCRM provider
- Managed design-related independent contractors. Coordinated with writers, photographers, and designers to ensure high quality design was delivered on time.
- Designed monthly eNewsletter and occasional email appeals
- Created multimedia presentations.
- Designed print materials, including reports, newsletters, and brochures, for informational and special event use.
- Designed advertisements, displays, and press kit materials.

2000-2002 Mindbend Media, Santa Monica Creative Director

- Responsible for producing all multimedia projects, and managed all aspects of projects.
- Developed and designed numerous successful websites as well as interactive multimedia presentations.
- Designed multimedia projects.
- Managed team of writers, illustrators and designers and assembled finished shows.
- Produced, directed, and edited video
- Worked with clients to ensure creative strategy and design vision was successfully marketed to targeted audience.

1996-1999 International Medical Corps, Los Angeles Consultant for Communications Department

- Both as a consultant and on staff for several periods, responsible for many parts of this non-profit relief agency's communications.
- Oversaw redesign of web site (www.imcworldwide.org).
- In Albania and Macedonia during Kosovo crisis in 1999, photographed and videotaped IMC's medical programs, and coordinated with media to provide coverage of IMC's relief efforts.
- Coordinated with both in-house staff and outside agencies to develop and maintain agency's positive public image.
- Produced and directed PSA videos and promotional videos.
- Developed press kit materials and news releases, and coordinated with media for placement.
- Created PowerPoint presentations.
- Designed advertisements and displays.

1991-1996 Independent Filmmaker. Credits include:

- 1996 ALMA Productions, Venice, CA
"The Last Big Secret" Director. A 30-minute documentary about obsessive compulsive disorder
- 1993-1994 Houghton Mifflin Co., Boston, MA
"Channel R.E.A.D." Producer/Director. This interactive videodisk series, which teaches fourth graders reading skills, consists of 15 half hour shows. "Channel R.E.A.D." won numerous awards, including Media and Methods' prestigious "Best Language Arts" Videodisk award
- 1992-1993 GOAL Productions, Pasadena, CA
Producer/Director/Editor. Many training films, documentaries, and educational projects.
- 1991-1992 Film Editor: numerous projects--industrial films, music videos, public service announcements, documentaries, trailers. Production companies included: Churchill Films, AIP, GOAL Productions, Cinescope Productions, ZM Productions, Columbia Pictures, Dick Clark Productions, Jack Morton Productions

Skills:

- Excellent verbal and written communication skills
- Thorough knowledge of internet production tools: Macromedia Dreamweaver and Flash; Adobe PhotoShop
- Experienced in all aspects of film and video production
- Extensive experience in website content management systems and technologies, including HTML, CSS, and JavaScript
- Ability to conceptualize and think strategically
- Strong organizational and management skills
- Great attention to detail
- Thorough knowledge and understanding of design concepts
- Strong analysis and problem solving skills
- Thorough knowledge of media production tools: Adobe InDesign, PhotoShop, Illustrator; Macromedia Director; Microsoft PowerPoint; Final Cut Pro
- Knowledgeable and up-to-date on media strategies and technology trends