
DAVID MARCUM

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SUMMARY

Accomplished multimedia professional with extensive experience in creation of films, videos, commercials, and presentation and collateral material

PROFILE

- ◆ Results-driven and organized project manager, skilled at envisioning finished product, while identifying tasks to facilitate on-time and cost-efficient completion
- ◆ Excellent writer, adaptable to all styles to meet the unique demands of each project
- ◆ Four-time winner of national awards from government communications entities:
 - ✓ 1st place - best transportation documentary 2009, *Bridging History*, TransComm Skills Award
 - ✓ 2nd place - best documentary 2014, *Legacy of the Land*, National Association of Government Communicators (NAGC) Gold Screen Award of Excellence
 - ✓ 2nd place – best instructional film 2014, *Proper I.D.*, TransComm Skills Award
 - ✓ 3rd place - best instructional film, *I.D.: Proper Carding Procedures*, 2007 NAGC Gold Screen Award of Excellence
- ◆ Highly proficient experience in multimedia creation, including creating, writing, designing, filming, editing, and presenting refined film/video, collateral material, and writing pieces to clients, viewable in part at www.damarco4u.wixsite.com/media4u
- ◆ Experienced at coordinating and developing public meetings for community initiatives with media and/or marketing position presentation materials

PROFESSIONAL EXPERIENCE

Communications Specialist
November 1998 – Present

West Virginia Department of Transportation
Charleston, West Virginia

Appointed to position by Governor Cecil Underwood, November 1998. Reappointed by: Governor Bob Wise, January 2001; Governor Joe Manchin III, January 2005; Governor Earl Ray Tomblin In January 2011; Governor James Justice in January 2017

- ◆ Produce, write, direct, film, edit, and market polished film and video materials
- ◆ Coordinate communications efforts with Congressional offices
- ◆ Write and develop effective marketing strategy for Governors' project initiatives
- ◆ Work with engineers and designers (in house and private firms) to translate their work into layman relatable material
- ◆ Write and direct educational and training films for five stage agencies, viewed on statewide PBS and issued in DVD form to all libraries and all middle schools in the state
- ◆ Design handouts, booklets, brochures, trade booths, posters, and other collateral material
- ◆ Provide all follow up to projects with effective marketing strategy for successful completion
- ◆ Create branding and market identification that gets attention

Assistant Director/Writer
April 2006 - September 2006

Warner Brothers
Los Angeles, California

Assisted the director of documentary made for DVD release of Warner Brothers' film We Are Marshall, to be released December 22, 2006. Assisted in interviews, structuring of project and wrote narration. IMDb listing with other credits.

News Writer/Video Producer
September 2005 – September 2006

Federal Emergency Management Agency
Austin, TX

Appointed to Presidential will-and-pleasure position to work in disaster relief in Austin, Texas field office after hurricanes Katrina and Rita. Acted on-call as a Disaster Assistance Employee to write press releases and news features, and create collateral material concerning disaster recovery. News writing attracted coverage from Washington Post for Native American rescue workers.

Assistant to Artistic Director
August 1996 – August 1997

Dance Affiliates/Dance Celebration
Philadelphia, Pennsylvania

Marketing Coordinator of dance presenter at University of Pennsylvania's Annenberg Center.

- ◆ Generated sold-out box offices through use of press events for visiting dance luminaries including Twyla Tharp, Merce Cunningham, Mark Morris, and Trinity Irish Dance Company
- ◆ Negotiated cross-promotions with Philadelphia Phillies MLB, Philadelphia Chamber of Commerce, and the Philadelphia Mayor's Office of Ed Rendell

PERSONAL ENDEAVORS

Writer & Multimedia Creator
November 2011 - Present

TransMontaine Media
Weston, Connecticut

Freelancing multimedia creation catering to private clients with marketing and media needs in Charleston, New York and Los Angeles markets. Create video shorts, write filming scripts and copy for collateral material for clients in various industries.

Writer & Blogger
November 2016 - Present

Naked Truth Magazine
Arlington, Texas

Staff writer and principal blogger for political and entertainment magazine. Editorialist of political scene.

TECHNICAL SKILLS

Highly proficient on both Mac and PC format computers. Talented user of the following programs and equipment:

Adobe Creative Suite

- ◆ InDesign
- ◆ Photoshop
- ◆ Illustrator
- ◆ Premiere Pro
- ◆ After Effects
- ◆ Audition
- ◆ Encore
- ◆ Encoder

- ◆ Keynote
- ◆ Pages

Microsoft Suite

- ◆ Word
- ◆ Power Point
- ◆ Publisher
- ◆ Access
- ◆ Excel

Apple Pro Training Series

- ◆ Final Cut

Camera:

- ◆ Cannon X series

- ◆ Sony HXR & NEX series
- ◆ Panasonic AVC series
- ◆ GoPro Cameras

- ◆ Glidecam
- ◆ Dolly & Jib

EDUCATION

Bachelor of Business Administration in Marketing, **Marshall University**
Minors: English, Journalism, Theatre

Studied Film & Video Production and Marketing, **Art Institute of Seattle**