
DAVID MARCUM

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SUMMARY

An accomplished storyteller through the use of multimedia with extensive experience in all aspects of creation from concept and writing to final delivery and marketing follow through

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:
 - ✓ 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 viewable at **davidmarcum.com**

PROFESSIONAL EXPERIENCE

Multimedia Artist

West Virginia Department of Commerce

November 1998 – Present

Charleston, West Virginia

- ◆ Use the full Adobe and Microsoft suites to produce, write, direct, record, edit, and market polished film and video materials including:
 - Full content creator of mini-documentary series *The History Project* for YouTube & PBS broadcast, and podcast on Spotify
 - Animated tutorial and explainer videos for job or process training
 - Creation of logo reveals and lower thirds for branding of various agencies
 - Sizzle and location reels for West Virginia Film Office
- ◆ Creation of multimedia for placement on social media platforms
- ◆ Graphics and design of collateral materials to promote outside corporations
- ◆ Creation of graphics video and design materials to benefit outside entities

Multimedia Artist

West Virginia Department of Transportation

November 1998 – Present

Charleston, West Virginia

- ◆ Create multimedia to deliver the unique messages of various transportation agencies
- ◆ Coordinate communications efforts with Congressional offices
- ◆ Write and develop effective marketing strategy for Governor's project initiatives
- ◆ Work with engineers and designers (in house and private firms) to translate their work into layman relatable material for print and social media
- ◆ Write and direct educational and training films for five state 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

Assistant Director/Writer

Warner Brothers

April 2006 - September 2006**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***Federal Emergency Management Agency*****September 2005 – September 2006****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 Artistic Director***Dance Affiliates/Dance Celebration*****August 1996 – August 1997****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.

PERSONAL ENDEAVORS**Writer & Multimedia Creator*****TransMontaine Media*****November 2011 - Present****Huntington, West Virginia**

Freelancing multimedia creation catering to private clients with marketing and media needs, creating instructional and promotional videos & write scripts and copy for clients in a variety of industries

TECHNICAL SKILLS

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

Adobe Creative Suite

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

Apple Pro Training Series

- ◆ Final Cut
- ◆ Keynote
- ◆ Pages

Microsoft Suite

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

Camera:

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

EDUCATION

Bachelor of Business Administration in Marketing, **Marshall University**

Minors: English, Journalism, Theatre

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