



DAVID MARCUM

C R E A T I V E S P E C I A L I S T

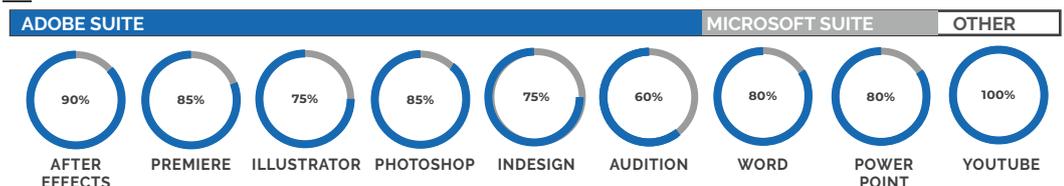
SUMMARY

An accomplished creative specialist using multimedia and extensive experience in all aspects of creation from concept and writing to final delivery and marketing follow through.

WORK EXPERIENCE

- 2018 - Present** **Multimedia Creator** **W.V. Department of Commerce**
Charleston, W.Va.
 - Create polished writing, video and audio materials for websites, social media, presentations, marketing, PBS broadcast, and Spotify podcast
 - Design graphics and materials to promote state agencies, private corporations, and commercial development
 - Create weekly web and podcast series, "The History Project"
 - Develop effective marketing strategy for Governor's project initiatives
 - Coordinate communications efforts with Congressional offices
- 1998 - 2018** **Communications Specialist** **W.V. Department of Transportation**
Charleston, W.Va.
 - Develop multimedia to deliver the individual messages of various transportation agencies for website and social media content
 - Work with engineers and designers (in house and private firms) to translate their work into layman relatable material
 - Design handouts, booklets, brochures, trade booths, posters, and other collateral material
- 2006** **Assistant Director/Writer** **Warner Brothers Studios**
April through December
Los Angeles, California
 - Assisted the director of documentary made for DVD release of Warner Brothers' film "We Are Marshall," released December 22, 2006. Assisted in interviews and logistics. IMDb listing with other credits.
- 2005** **Public Outreach Specialist** **FEMA**
October through December
Austin, Texas
 - Appointed to Presidential service position to work 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.
- 1996 - 1997** **Assistant Artistic Director** **Dance Celebration**
Philadelphia, Pennsylvania
 - Marketing Coordinator for dance presenter at University of Pennsylvania's Annenberg Center. Generated sold-out box offices with press events for visiting dance luminaries including Twyla Tharp, Merce Cunningham and Trinity Irish Dance Company; Negotiated promotions with Philadelphia Phillies, Philadelphia Chamber of Commerce, and Mayor's Office.
- 2005 - Present** **Freelance** **TransMontaine Media**
Huntington, West Virginia
 - Multimedia creation for private clients with marketing needs, creating instructional and promotional videos & write scripts and copy across a variety of industries, including the Edinburgh Festival Fringe in Scotland

PROGRAMS



AWARDS

- | | | | |
|---|---|---|---|
| 1st place
Best Documentary
2009
"Bridging History"
TransComm
Phoenix, Arizona | 2nd place
Best Documentary
2014
"The Legacy of the Land"
National Association of
Government Communicators
Washington, D.C. | 2nd place
Best Instructional
Film 2014
"Proper I.D."
TransComm Skills Award
Chicago, Illinois | 2nd place
Best Instructional
Film 2007
"Proper I.D."
National Association of
Government Communicators
Atlanta, Georgia |
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CONTACT ME

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EDUCATION

B.B.A. Marketing/Advertising
Marshall University
Minors: English, Journalism,
and Theatre

Studied Film/Video Production
Art Institute of Seattle

SKILLS

★ COMMUNICATIONS

- Marketing
- Public Relations & Outreach
- Media Relatio
- Social Media

★ VIDEO PRODUCTION

- Storyboarding
- Producing & Directing
- Camera Operation
- Audio/Video Editing
- Post Production

★ ANIMATION

- Art Direction
- Character Design
- Image Sourcing
- Motion Design

★ GRAPHIC DESIGN

- Layout Design
- Branding
- Logo Design
- Presentation Design
- Collateral Creation
- Motion Graphics

★ WRITING

- Body Copy
- Screenwriting
- A/V Scripting
- News & Editorial
- Website and Social Media Copy