

PAMELA.VITALE

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<http://www.xyeye.com>

pamelavitale.blip.tv

CREATIVE DIRECTOR/PRODUCER - DIRECTOR - of strategy, management, channel and product development using innovative solutions and integrated marketing for advertising and entertainment utilizing broadcast graphics, video (DV, HD), gorilla marketing, interactive/web, multi-media events, and new business pitches.

EXPERIENCE:

CONTRACT CREATIVE LEAD, DESIGN DIRECTOR, MOTION & VIDEO PRO/DIR, NYC 2001 to Present

CLIENTS WORKED FOR: NextNewNetworks.com, Global Advertising Strategy, G2, Taxi, TheCementWorks, Renegade Media, Sebastian Piras Prod., Betesh Group, What-if Labs, Matthew Barney Studio, GIST.com, IXL, Y&R, INKTANK, Agency.com, Comedy Central, Delta Enterprise

PROJECTS WORKED ON: threadbanger.com, bleacherbloggers.com, viropop.com, brideorama.com, EthnicOutdoor.com, EthnicEvents.com, CoverGirl, Discovery Channel branding, BET Channel promos, Panasonic online, www.gist.com, Lucent online portals, PhilipMorris.com, General Foods, ABC/Disney promo, Versus (VS) Channel marketing, 'Offsides' sports TV show promo, 'De Lama Lâmina' feature film, S.E.A.L./BMNYC events & fundraiser, and license products for Nickelodeon, Disney, NASCAR, Hasbro

NTH DEGREE.TV, Producer & assistant director, New York, NY 2005 (fulltime freelance/contract)

Pre & Post Production management, scheduling and assistant director for HDcam stage shoot and post production producer for Discovery channel launch of the new network "Home and Health" graphics and openers. Client contact/liason, producer and assistant director for BET show opener spots for RAPCITY and REEL to REAL. Managed and/or directed 2 to 15 people depending project

GIST-ITV CABLE, New York, NY 2001 (fulltime freelance/contract)

ASSOCIATE CREATIVE DIRECTOR/PRODUCT DEVELOPMENT

Created cable TV concept pitches & interface designs for Cable Europe, remote control devices and handheld remote control interface

GREY E-MARKETING New York, NY 2001

ASSOCIATE CREATIVE DIRECTOR

Lucent

INTERACTIVE 8/LUMINANT WORLDWIDE New York, NY 1999 -2000

CREATIVE DIRECTION/NEW BUSINESS

Rocket E-books, Harrods, JVC, Motorola and BecksBeer

I-VILLAGE.COM, New York, NY 1997-1999 (fulltime freelance/contract)

CREATIVE DIRECTOR/NEW BUSINESS

i-Village.com, Polaroid, Red Rocket, Sega, Lubriderm, Netgrocer, Target and Visa

DAMIAN BISCH AND PARTNERS, New York, NY 1995 - 1997 (fulltime freelance)
CREATIVE DIRECTOR/NEW BUSINESS
Thule, Airwalk, Starter, Magic Johnson, Everlast, First Down, Samsung and Yankees

MEDIA DYNAMICS/UBALABS (PARTNER) - New York, New York 1993-1996 (contract/freelance)
CONCEPTS, DIRECTION & DESIGN
FamilyPC.com, NICKELODEON, Nick-On-line, Colossal Pictures, Bankers Trust, Alliance, Noggin and Muller Sports Group, RR Donnelly, Image Bank, LINTAS Advertising

J. WALTER THOMPSON, New York, NYC 1991-1992 (fulltime)
ASSISTANT ART DIRECTOR AND DESIGNER
New business and multi-media corporate events

SKILLS:

Technically astute, with proficiencies in After effects, FinalCutProHD, Adobe Creative Suite/CS2, SoundTrack, DVDStudio Pro, Flash, Cinema4D, Final Draft, Microsoft Office, Jitter, Canon XL -1, and Panasonic 24p.

Sitemaps, wireframes, interface, and site design.

Story boards, script writing, shot lists, scheduling

EDUCATION:

TISCH NYU, INTERACTIVE TELECOMMUNICATIONS PROGRAM, New York, NY, MPS in Innovative Media, September 2002 - May 2004

SCHOOL OF VISUAL ARTS, New York, NY, BFA in Media, May 1988

COMMERCIAL CLIENT LINKS:

www.viropop.com
www.threadbanger.com
www.brideorama.com
www.bleacherbloggers.com
www.ethnicindoor.com (coming soon)
www.ethnicevents.com (coming soon)

ONLINE LOCATIONS: (maintained or being built as broadband test sites and/or portfolios for showcasing award winning original content)

<http://www.filtr.com>
[urg.es.blip.tv](http://www.urg.es.blip.tv)
<http://www.youtube.com/xyeye>
<http://www.videoart.net>
<http://video.saatchigallery.com>

PROFESSIONAL LINKS:

<http://www.creativehotlist.com/pvitale>
<http://www.linkedin.com/in/pamelavitale>