

TOM CROSS

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Objective: Create compelling media by integrating my work with that of a dynamic team

SUMMARY OF QUALIFICATIONS

- Organized self starter with proven ability to motivate production teams
- Ability to distill and combine stated goals of multiple stakeholders
- Able to manage multiple simultaneous client relationships with tight deadlines
- Able to creatively manage vendors to produce high quality content
- Skilled problem solver able to work effectively in a fluid, fast paced environment
- Experience working in the nonprofit as well as corporate realm

SELECTED ACCOMPLISHMENTS

- Produced media and managed on site a presentation for 500 people at the 2011 international climate conference in Durban, South Africa
- Produced all online media to support Adobe Systems CS5 product launch including multiple HD video green screen shoots with compositing in After Effects
- Defined, budgeted and produced on site all audio visual needs for 37 breakout rooms for a 5,000 person Adobe Systems user conference
- Managed all audiovisual, Power Point and media creation for a multi year sales meeting for the small pharmaceutical company DEY LP.
- Managed multiple national and international interview shoots for a product endorsement video for Advanced Micro Devices
- Directed clinic profile donor video for Sutter Health shot on location in Hunters Point San Francisco
- Created show computer specifications, managed content production in Keynote , After Effects and HD video, and directed media during pre-production and on location for a Hewlett Packard Professional Services sales meeting for 2,500 in Boston
- Managed production of print and online materials for Cisco Small and Medium Business Unified Communications marketing campaign including a web landing page and banner, postcard and 3D mailer

WORK HISTORY

1994 to Present

Freelance Producer and Director, marketing films. Event Producer. San Francisco, CA
Manage client relations with multiple clients. Interview C-level Fortune 500 executives. Manage film and video budgets, production, graphics and editing. Manage corporate events including audiovisual, staging, set design and lighting. Clients include: Intel, Seagate, Adobe, Hewlett-Packard and Cisco Systems for The Kenwood Group, Pedersen Media, Camp Creative and others.

1992-1994

Freelance Line Producer or Assistant Director, independent feature films, New York, NY
Managed film projects with budgets ranging from \$300,000 to \$3 million. Generated budgets, managed multiple vendors for lighting, camera and set production. Supervised daily performance of 50 to 75 person crews.

1990-1992

Producer, City Lights Media, New York, NY
Handled client relations, budgeting, scheduling and production management for film and video projects with budgets ranging from \$20,000 to \$150,000. Clients included: New York Life Insurance Company and Morgan Stanley.

1988-1990

Production Manager, Manhattan Media Enterprises, New York, NY
Performed sales development and marketing to new clients. Researched, budgeted and produced film and video projects. Created a CD ROM exhibition on permanent display in The American Museum of Natural History's Hall of Human Biology and Evolution. Other clients included: CBS Television and The Museum of Modern Art, NYC.

1978 - 1988

Modern dancer and performance artist
Produced and performed theatrical multi-media work solo and in dance-theater companies nationally and internationally. Managed all aspects of theatrical performances in venues of up to 1,500 seats, including: Choreography, publicity, lighting design, set design and staging.