

# ETHAN IRELAND

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**ABOUT ME** | Unabashed geek, camera nerd, martial artist, world traveler, bookworm, photographer, linguist, and animal-lover with a passion for film, television, and web video production.

## **SKILLS & ABILITIES**

### **Managerial:**

- Project management and production coordination across a range of budgets and cultures
- Leadership in both studio & field production environments
- Department management & facilitating communication between creatives/executives and technicians to meet deadlines on-budget

### **Technical:**

- Directing actors (both human and animal)
- Screenwriting, storyboarding, breakdowns & scheduling
- Operation, technical care & focus pulling on multiple camera platforms in digital cinema, 35mm & 16mm formats
- Photographic / cinematographic composition, framing & lighting
- Web video creation, audience optimization, and monetization
- Video editing, motion graphics & graphic design using AVID, FinalCut Pro and the Adobe Creative Cloud (e.g., Premiere, AfterEffects, Illustrator)
- Data management, organization & quality control
- Superior office software skills (i.e. Microsoft Word, Excel)
- Linguist: Skills in French, Italian, Dutch, German, Spanish & Arabic

**EXPERIENCE** | **VIDEO & FILM INSTRUCTOR** (Da Vinci Charter Academy High School)  
*October 2014 – June 2015*

- As a long-term substitute / guest instructor, created & implemented a dynamic video & film production curriculum at a renowned charter school
- Provided classroom management of students at grade levels 10 – 12.
- Analyzed / restructured methodology & instruction to meet needs of students with special educational requirements
- Facilitated the production of numerous short films

### **1<sup>ST</sup> ASSISTANT DIRECTOR / ASS'T. PRODUCTION MANAGER**

(RELLIK/The Rensa Group, LLC) *April 2014*

- During pre-production: created shooting schedules, set deadlines, coordinated department heads and vetted/hired crew
- During production: acted as chief of a crew exceeding 60 individuals, coordinated personnel from technicians to performers, prepared sets, adapted schedules and restructured goals on-the-fly to meet minute-to-minute demands in order to ensure no production day exceeded 12 hours

**DIRECTOR OF VIDEO PRODUCTION** (CattleDog Publishing)

*November 2013 - Present*

- Built an educational video production department for an internationally-renowned animal behaviorist, including staffing and production protocols
- Oversaw development of multiple DVD & webisode product lines and marketing resources; saw a 30% increase in sales
- Wrote, produced, directed, shot and edited multiple webisodes & feature-length programs for continuing education credit (both online & as DVDs)
- Wrote, produced, coordinated & shot the company's first international production, a series of interview & documentary/travelogue webisodes.
- Acquired, directed & coordinated production staff and contractors
- Worked with marketing personnel to optimize assets for web audiences

**1<sup>st</sup> ASS'T. DIRECTOR/ASS'T. PRODUCTION MANAGER** (Smosh, LLC)

*April 2009 - July 2012*

- Assisted in developing creatives from backyard video producers into fluent and professional online producers with a media empire spanning multiple channels & product lines
- Helped grow the flagship show from the #5 to the #1 webseries on the internet and helped to build explosive audience growth from 2 million subscribers to 10 million subscribers during my tenure
- Assistant Directed 130+ episodes over four seasons, bringing in 125 on or ahead of schedule
- Broke down scripts & built shooting schedules, built call sheets and coordinated crew members prior to shoot dates
- Directed and coordinated crews to meet production goals on-budget

**FREELANCE VIDEO PRODUCER**

*April 2004 - Present*

- Took contracts to produce, shoot and/or edit content on a variety of subjects and budgets
- Worked as freelance crew (as an Assistant Director, in Camera Department or in the Production Office) on numerous feature films, television shows (narrative, reality & sports), commercials, industrials and webseries. A more complete production history may be found on IMDb.

**EDUCATION |**

**B.A. in Cinematic Arts & Technology** (California State University, Monterey Bay) 1997 - 2002

**Language Studies** (Sacramento City College, Davis, CA) 2008 - 2009

**PROFESSIONAL REFERENCES |**

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|---|----------------|
| Brian Jagger [Producer, <i>Rellik</i> ]                           | (916) 672-8640 |
| Brian Black [Freelance Producer]                                  | (916) 912-3304 |
| Sharon Erhardt [Operations Manager, <i>CattleDog Publishing</i> ] | (707) 291-5162 |
| Ryan Todd [Producer/Director, <i>Smosh</i> ]                      | (916) 220-3266 |
| John Christensen [Producer, Christensen Media]                    | (916) 801-1078 |
| Liz Amsden [Production Manager, Freelance]                        | (213) 925-9254 |

**PRODUCTION  
HISTORY  
HIGHLIGHTS**

**Feature Films:** *"Handling, Moving & Restraining,"* Vols. 1-4 CattleDog Pubs.; *"Finding Happiness,"* Hansa Productions; *"180,"* Qube Films (India), *"Bloodline,"* Oasis Films; *"Confined,"* High Voltage Productions; *"The Cosmic Conflict,"* Amazing Facts, LLC; *"The Ultimate Passover"* DVD Series by White Horse Media, LLC *"Sensored,"* KeJo Productions; *"Nite Tales: The Movie"* Deon Taylor Enterprises; *"7eventy Five,"* Hooks & Taylor Ent.; *"The Invited,"* Green Flash, LLC; *"Locked,"* Mandorla Productions.

**Television:** *"Relik (Pilot)" "Doomsday Preppers" Season 3,* NatGeo; *"Hotel Impossible" Season I,* Travel Network; *"Restaurant: Impossible" Season IV,* Food Network; *"Breakthrough With Tony Robbins,"* NBC; *"MTV's Teen Cribs" Season I,* MTV; *"NASCAR: Infineon Raceway," "MLB All-Star Game"* Live Sports Event, ESPN; *"Trading Spouses,"* FOX

**Webisodes:** *"Ask Dr. Yin," "Dr. Yin's Adventures," "A Jack Russell Christmas,"* CattleDog Pubs; *"A Vine Romance,"* Femmina Fims; *"Smosh" Seasons IV – VII,* DEFY Media, Inc.; *"The ABCs of Alien Encounters," "Hero in Hell"* Eyeconoclast Films