

Ras Au-t Amam
E-MAIL: iyahproductions@yahoo.com
PHONE: (202) 256-8877(m/h)

SUMMARY OF QUALIFICATIONS

- Adept at studio and field video production.
- Adept in graphics specialties such as motion graphics, web design and direction, desktop publishing, and graphic design.
- Executive business aptitude in marketing/market analysis, operations management, sales, customer service, project management, new business development, and advertising.
- Specialized training and teaching experience in production writing for television and news.
- Studio television production skills include roles of: Producer, Director, Technical Director.
- Field and Postproduction skills include roles of: Videographer, Editor, digital video encoder, Audio/Boom Operator.
- Excellent computer skills including proficiency in Adobe Photoshop, Illustrator, Dreamweaver, Flash, Adobe Premier Pro, After Effects, Final Cut, Adobe Audition, Cakewalk, Quark, codecs and encoding.

EDUCATION

Academy of Art University San Francisco, CA
MFA in Computer Arts/New Media
Substantial coursework in Adobe suite, Motion Graphics and Usability standards.

Howard University Washington, D.C.
B.B.A., Business Administration in Marketing.
Substantial coursework in Advertising, and Market Analysis, Drama, Music.

Montgomery College Rockville, MD
Certificate in Television Production
Substantial coursework in production of digital audio and video, television and radio production.

George Washington University CPD Washington, D.C.
Certificate in Interactive Multimedia
Substantial coursework in internet development with CSS, ASP, ActionScript

DESIGN AND DIRECTION FOR WEB AND GRAPHICS

- Hand code XHTML, CSS and ActionScript3
- Functionally research and implement Javascript, XML and PHP
- Developed and produced the web site indieurbanmusic.com.
- Produced original video and incorporated Streaming media.
- Enhanced web and print promotional materials by digitally modifying clients' existing resources and designing new images and layouts.
- Coordinated marketing organization and new product development.

FIELD AND STUDIO PRODUCTION

- Acted as on site Producer, Director, Technical Director, Lighting Director, and Editor for various productions (live and staged).
- Conceptualized production packages and independently produced commissioned digital video productions, including software preparation, filming, and editing of productions and encoding for internet.
- Performed set up, and operated lighting equipment, and mapped power requirements needed to light single camera and multi-camera events taking place in a variety of indoor and outdoor venues.
- Performed set-up and operation of videotape recorders, camera, mixers, auxiliary audio equipment, and switching racks.
- Logged film sequences for edit.

BUSINESS ADMINISTRATION AND MARKETING

- Conglomerated audio, video, and internet companies under an umbrella organization to offer a variety of multimedia services to small business and residential clients.
- Coordinated marketing organization and new product development for start-up.
- Produced strategic marketing analysis and operational analysis for film production grants.
- Organized and edited grant applications for expanding business operations and increasing distribution of products.
- Networked with other departments and outside vendors on funding opportunities for upcoming projects.

DIRECT SALES EXPERTISE/CUSTOMER SERVICE

- Achieved 227% of quota in the first month as a Direct Sales Representative. Always in the top 5 execs.
- Maintained and fostered positive customer relations through independent contact and proactive follow-up.
- Oversaw and cataloged the preparation, loading, and unloading of lighting equipment for field and studio productions.
- Interacted personally with diverse clientele in a results-dependent, sales driven, competitive environment.
- Solicited customer interest through telemarketing and door-to-door promotions of home delivery bulk food service.
- Coordinated residential sales meetings in a one call close environment. Closed at 60%.
- Provided customer service, performed cash handling, stock management, and inventory for four museum shops in Smithsonian Institution, each having a differing targeted product line.

MEDIA MANAGEMENT/ADVERTISING

- Coordinated print and direct mail advertisements in nine countries in North America and Europe.
- Created spreadsheets for artwork deadlines and response tracking.
- Created test sample advertisements and evaluated their visual effectiveness.
- Determined client-specific needs taking into account location and culture.
- Maintained vendor relations and evaluated new promotional opportunities.

INSTRUCTION

- Instructed youth ages 13 to 21 in field video production including planning and production.
- Acted as instructor and manager of on site and studio crew.

EXPERIENCE

Intern/Production Assistant	School Loop	San Francisco, CA	2008
Freelance Grip	Washington Source For Lighting	Lanham, MD	2006 -- 2007
Lead Instructor and Producer	MMTI and What's Up Productions	Washington, D.C	2004 and 2005
Web Broadcast Director	Eneternet Vibes LLC	Silver Spring, MD	2004
Owner	IYAH Fine Arts Productions, LLC	Washington, D.C.	2002 – present
Direct Sales Executive	Starpower Communications, LLC	Lanham, MD	2001--2002
Marketing Director & Operations Manager	Mypheduh Films	Washington, D.C.	2002
Sales Representative	Colorado Prime	White Oak, MD	2001