

Daniel Fleurette

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QUALIFICATIONS

I am a driven, experienced producer, project manager, writer, and researcher with a critical eye for detail. I work well under tight deadlines to ensure all creative and produced materials meet best practice standards and ensure execution for on-time delivery to achieve tangible and measurable results for client and company.

EDUCATION

BFA OTIS College of Art and Design

EMPLOYMENT

2009- Present EVP/Writer/Producer Victory Film Group, Inc

- Create and manage budgets for feature and short documentary films
- Supervise and manage work-flows for million dollar budgets
- Responsible for all phases of production – from writing, planning, through final delivery
- Responsible for provisioning assets to broadcast partners
- Hire and retain staff for projects
- Business development and creative lead on all projects
- Responsible for project management
- Freelance writer for online news portal

2008-2009 Director LI Studios, Arlington, VA

- Create and manage budgets for television and post-production studio and clients
- Manage and direct staff and contractors to deliver projects on time and on budget
- Researched and oversaw editorial suite upgrades to High Definition, saving company over \$40,000
- Develop and implement successful marketing initiative to rebrand studio and services
- Business development and lead creative on incoming projects
- Manage creative and workflow elements to ensure product delivery to exceed expectations
- Report to semi-annual Board of Directors meetings
- Manage and oversee all aspects of studio operations
- Create marketing materials for in-house initiatives between client projects

2004-2008 Producer/Project Manager/Writer, Renegade, Hunt Valley, MD

- Produced award-winning feature documentary *In the Face of Evil* (Best Documentary of the Year)
- Producer on feature documentary *Blood & Roses*
- Produce and write political and social advocacy spots for TV, radio, Web & new media
- Develop and write feature documentary proposals and pitches
- Initiated successful strategies to recruit, write & produce political campaign spots for TV, radio, Web & new media
- Manage ad, promo and long form initiatives from conception to delivery
- Meet with clients to determine impact, reach, and scope of initiatives for development
- Develop results driven, compelling advertising and marketing solutions for client initiatives
- Optimize and execute strategies to maximize new media outlets including Web 2.0
- Strategize increased ROI for client, while generating additional revenue for company
- Continually research and implement new media outlets and initiatives
- Manage creative staff to ensure project guidelines are met in all phases of execution
- Work directly and intimately with clients to ensure timely delivery to exceed expectations.
- Write and present pitches to prospective clients, businesses, and associations
- Other agency responsibilities:
 - Budget creation, program development and pitches, articles, speeches, and blogs
 - Copywriter for TV and radio scripting, web, new media, and print
 - Write proposals for RFPs, grants and funding requests for government and private enterprise

2001-2003 Editor, Antenna Magazine, Baltimore, MD

Relocated to Baltimore in 2001 to manage a cutting-edge, insightful, regional magazine

Responsibilities included:

Working intimately with managing colleagues and art department to generate style, tone, best practices and presentation of publication

Insuring all deliverables met with style guidelines

Managing a full-time staff of five

Manage all story projects from concept to final presentation, including:

Generating compelling story ideas

Assigning articles to a stable of freelance writers and photographers