

## ROBERT MARK O'BRIEN

*"The video I am most proud of is the one that inspires change."*

405 East Broad Street • Falls Church, VA 22046  
202-306-2826 • mobprods@gmail.com • www.mobproductons.us

### CREATIVE CONSULTANT

- Award-winning Writer, Producer, Director+ uniquely equipped to lead and manage multidisciplinary teams of creative and technical professionals in the development of dynamic and effective multimedia.
- Creative Communications Director passionate about advancing the missions and brands of government agencies, non-profit organizations and corporations through comprehensive communications strategies.
- Conscientious Project Manager with outstanding organizational and managerial skills and exceptional knowledge and expertise in all creative, editorial and technical aspects of audio and visual production.

### SPECIALIZED SKILLS

- Video Editing - (AVID Media Composer, AVID Newscutter, Final Cut Pro 7 & X, Adobe Premiere Pro), Studio & Remote Production (Grass Valley, TriCaster, Wirecast).
- Cameras - Digital Cinema, DSLR, ENG/Compact (Sony, Canon, Panasonic, Red).
- Audio - (Pro Tools, Audition, Audacity, Dalet Radio Suite, WavePad, MixPad, Soundtrack Pro).
- Software - (Adobe Creative Suite /Cloud, Motion, Rapidweaver (web design) Anime Studio, MOHO, Pixelmator, Celtx, Final Draft, Compressor, Sorenson Squeeze, FileZilla, Handbrake).
- Marketing - (Good Adwords/Analytics, Indiegogo, Kickstarter, Gofundme, FundRazr).
- Teaching - Training Coordinator (TV/Radio), Carolina School of Broadcasting; Instructor (ENG/EFP), Charlotte TV Access21; Acting for Camera, Fairfax Public Access; Media Training, AARP.

### PROFESSIONAL EXPERIENCE

#### **MOB Productions, Falls Church, VIRGINIA, 2001 – Present**

*Script to Screen and Everything in between - www.mobproductions.us*

##### **Creative Consultant, Writer|Producer|Director+**

One Man Band (OMB) production High quality for clients with limited budgets - of web delivered commercials, promos, call to action videos, biographies, special events, news stories, and pro bono advocacy. +Services include everything – from 2D graphics to voice.

- DC Lottery, HEi Enterprises, Habitat for Humanity, Apache Stronghold.

#### **HUMAN DIMENSIONS TV, LLC, ARLINGTON, VIRGINIA, 2009 – Present**

*Human Rights & Environmental Advocacy - www.humand.tv*

**President|Co-Founder|Creative Director**, provided communications and marketing solutions to nonprofit agencies, international nongovernmental organizations, and corporations. Developed effective, multifaceted communications strategies that effectively harnessed the power of traditional visual storytelling (commercials, promos, recruitment video, etc.) to advance missions and brands. Leveraged strong creative abilities in directing, storytelling, creative writing, and social marketing. Created content, wrote proposals, managed budgets, negotiated talent contracts, oversaw marketing and promotion of content and design distribution plans utilizing the most effective integrated digital platforms. Hired and supervised national and international crews of technical and creative professionals and a creative team of six.

- EarthRights International, Green Planet Festival, Environmental Protection Agency, Sierra Club, 350.org, Bold Nebraska, Department of Transportation, Navajo Nation, Standing Rock Sioux Tribe.

**Executive Producer|Writer** of original content that empowers, inspires, and transforms diverse audiences.

- **"Journey Home"** – award-winning screenplay (Action/Fantasy) about an American Indian mystic who returns to present day to save the girls who will save the Earth. ([www.journeyhome-themovie.com](http://www.journeyhome-themovie.com))
- **"Bees Trees Seas"** Live action/Animated environmental children's website/program, in development. ([www.beestreesseas.com](http://www.beestreesseas.com))

- **“Into the Light”** – multi-award-winning feature length screenplay (action/horror) about the search for love in a dark world.

## **MASLOW MEDIA GROUP, WASHINGTON, DC, 2007 – 2014**

*A full-service video production-staffing agency for the broadcast industry*

**Freelance Writer | Producer | Director**, Department of Veterans Affairs and US Customs and Border Protection. Wrote, produced, and directed health care training / educational programs, multi-camera telecasts, and internal communications for the second largest US government agency. Consulted the VA’s Washington, DC Employee Education System’s production facility on its digital conversion; managed and supervised creative and technical crews and freelancers including writers, artists, musicians and talent.

- **“Scan Echo”**– a five part instructional series for physicians on Pain Diagnostic Examinations that featured live action and medical animation the VHA National Center for Health Promotion and Disease Prevention.
- **“The American Veteran,”** - feature stories for the monthly television program on issues related to physical and mental health, including Military Sexual Trauma, Post Traumatic Stress Disorder, and Pain Management.
- **“A Better Way to Live”** – a three part (actor driven) training series for Health Care Professionals on “Health Coaching,” with accompanying teaching materials for training workshops.

## **GVI, Washington, DC, 2011 – 2013**

*Compelling Video*

**Communications Consultant, Freelance Writer | Producer | Editor**

- **“The Aspen Institute Presents”** – six one hour programs produced from highlights and broadcast on WGBH-TV, WORLD Channel.
- **“Member Stories”** – series of recruitment videos for the National Health Services Corps for distribution on HHS website.
- **“Missions that Matter”** – series of profiles on volunteer efforts of employees of Booz Allen Hamilton disturbed on the website.

## **AARP, WASHINGTON, DC, 1988 – 2007**

*Non-profit membership organization delivering value to people aged 50+ through information, advocacy, and service.*

**Executive Producer - Advocacy | Senior Television Project Manager**, creative lead on numerous multimillion-dollar initiatives / campaigns in the areas of public policy, health, and finance with an award-winning body of work that included educational, training, marketing, and promotional videos and documentaries; commercials and public service announcements; video news releases and electronic press kits; and satellite and live shows for television broadcast and internet streaming. Lead Creative Consultant for annual internal and external events and conventions. Established “standards of excellence” for AARP Broadcast; created one of the world’s largest geriatric video libraries, and developed proposal and delivered the multimedia “pitch” for a thirteen million dollar digital upgrade to AARP Broadcast Center.

- **“The Power to Make it Better”** – a branding campaign that transformed the American Association of Retired Persons into “AARP.” membership rose from 24 million to 37 million members aged 50+.
- **“A Gift of Ages”** - an award-winning program produced for the International Year of Older Persons that was translated and narrated in six foreign languages including, Arabic, Mandarin Chinese and Russian, and distributed globally by the United Nations.
- **“It Can Happen to Me”** - an award winning landmark documentary on HIV AIDS and older persons.

## **ADDITIONAL EXPERIENCE**

- **Television** - Sports Director/Anchor, KTUU-TV, KIMO-TV; **Creative Director**, KTBY-TV; **Sports/Feature Producer**, WCCB-TV; **Contributing Producer**, ESPN/ABC, NBC, CBC/Canada, TV-Asahi, Japan.
- **Radio** - News Anchor|Host|Program Producer, KSKA-FM; **Disc Jockey|Copywriter|Commercials Producer**, KHAR-AM, KKLK; **Announcer/Sports Commentator, Play x Play**, KENI-AM, Disc Jockey, KYAK-AM, KGOT-FM.

## **EDUCATION and TRAINING**

- Graduate Studies, Creative Writing, BA English, George Mason University, Fairfax, Virginia, Graduate Studies, Film/Audio Production, University of Alaska, Anchorage.
- KENI-AM, KGOT-FM; (news/feature reporting); Aurora Audio Productions (mixing, sound design), Maine Media Workshops, (non-linear editing).

## **SELECT AWARDS**

- NOVA Film Festival, Filmmaker’s International Screenplay Award, Shoreline Scripts International Competition, EMMY®, International Film & Video Festival, Gold Camera, CINE, The Communicator Crystal Award of Excellence, The Telly, ITVA Gold Medal, Retirement Research Foundation - The Owl, The United Way, AARP Creativity and Teamwork Awards, Sportscaster of the Year - Alaska Press Club, Roy W. Dean Film Grant Finalist.