

ROBERT MARK O'BRIEN

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

CREATIVE CONSULTANT

- Award-winning Writer, Producer, Director uniquely equipped to lead and manage multidisciplinary teams of creative and technical professionals in the development of compelling, dynamic 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 and technical aspects of audio and visual production.

SPECIALIZED SKILLS

- Teaching Coordinator/Instructor, (Video/Audio Production) Carolina School of Broadcasting; Instructor, (ENG and EFP) Charlotte TV Access21; On-camera training, Fairfax Public Access; Media Training, AARP.
- Video Editing (AVID Media Composer, Final Cut Pro 7 & X, Adobe Premiere Pro), Studio & Remote Production (Grass Valley, TriCaster, Wirecast).
- Cameras (Sony PMW-F3, PDW-F800, HXR NX5U, Panasonic AG-HPX370, AG-HPX255, Canon EOS 1D).
- Audio (Pro Tools, Audacity, Dalet Radio Suite, WavePad, MixPad, Soundtrack Pro).
- Software (Adobe Creative Suite /Cloud, Motion, Anime Studio, Pixelmator, Celtx, Final Draft, Compressor, Sorenson Squeeze).
- Marketing (Google AdWords and Analytics, Rapidweaver (web design), YouTube, Vimeo, Kickstarter, FundRazr).
- Acting, Voice Talent (Stage and Screen) Pro-Bono Video Production (MOB Productions).

PROFESSIONAL EXPERIENCE

HUMAN DIMENSIONS TV, LLC, ARLINGTON, VIRGINIA, 2009 – 2015

Human Rights & Environmental Advocacy

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 and emerging media to advance missions and brands. Developed 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. Leveraged strong creative abilities in directing, storytelling, creative writing, and social marketing. Hired and supervised national and international crews of technical and creative professionals and a creative team of six.

- Green Planet Festival, EPA, EarthRights International, 350.org, Bold Nebraska, Department of Transportation.

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

- **“Journey Home”** – award-winning screenplay (eco-drama) about an American Indian mystic who returns to present day. (www.journeyhome-themovie.com)
- **“Aa’ so Ke’bi ya ho aa”** - a bi-lingual educational documentary that examines the changing family unit in the Navajo Nation.
- **“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 – 2015

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

Consultant, Freelance Director|Producer|Writer|Editor, Department of Veterans Affairs. 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,”** Pentagon Channel – 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”** – Dramatic three part training series for nurses on “Health Coaching,” with accompanying teaching materials for training workshops.

Supervising Producer|Director, US Customs and Border Protection and Federal Law Enforcement Training Centers.

- **Judgment Pistol Simulator®** – State-of-the-art interactive firearms training program that features forty-five reality-based scenarios shot on locations along the U.S. Mexico Border. Cast SAG actors, weapons experts, and stunt coordinators. Provided preparation, leadership and supervision of crews of 25 – 40 people over a sixteen month period.

GVI, Washington, DC, 2011 – 2013

Compelling Video

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 | 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 including “Life @50+” member event and “AARP’s Best Businesses.” Supervised and inspired creative and technical staff, developed and managed budgets from ten thousand to two million. Collaborated with teams of AARP State Communications Directors across America in developing electronic “tool kits” and delivering a unified message while saturating national and local TV markets with AARP press releases, op-eds, and video news releases. 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.” The programming targeted the Baby Boomers and featured celebrities including Jay Leno, Elton John, James Taylor, Bill Clinton, Candice Bergen, and Raquel Welch. During the campaign’s run, 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 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,** KTBV-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, KKLTV; **Announcer/Sports Commentator,** KENI-AM, Disc Jockey, KYAK-AM, KGOT-FM,

EDUCATION and TRAINING

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

SELECT AWARDS

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