

## CAREER

### **Southern Methodist University**

Dallas, Texas

*August 2001 – Present*

#### Sr. Lecturer and Digital Newsroom Studio Manager

- Teach hands-on, journalism video production classes for 7 to 16 students per class. Students learn field and studio production, and Final Cut Pro editing. Each student shoots and edits four projects, as well as crewing *The Daily Update*, a *CNN Headlines* style news show.
- Create teaching materials for journalism basic video production classes posting 7 original chapters on Blackboard.
- Mentor adjunct broadcast news professionals as they learn teaching skills.
- Train students and faculty to use video cameras, FCPRO, and other digital media technology.
- Manage digital newsroom, including a full studio, four computer labs, work-study students and an engineer.
- Helped create and co-taught, Human Rights and Journalism, a critical thinking class with Dr. Camille Kraeplin
- Created <http://smujournalismtools.com> a division wide resource for multi-media learning tools.
- Served on curriculum committee for journalism, and on multiple hiring committees for journalism tenure level positions.
- Served on hiring committee for tenure track advertising faculty and also for Meadows School of the Arts digital staff.
- **Voted 2003 Rotunda Outstanding Teacher**  
The Rotunda awards recognize faculty members whose commitment to teaching excellence is reflected in their classroom instruction and in their interaction with students.
- **2009 and 2006 Hope Award**  
The HOPE (Honoring Our Professors' Excellence) Awards are determined by student staff member nominations and recognize professors whom they believe "have made a significant impact to our academic education both inside and outside of the classroom."

#### College Zone Creator

*Summers 2006-2008, 2010*

- Utilize SMU journalism facilities to mentor potential first generation college students from urban schools.
- Students learn what it takes to prepare for, win entrance to, fund and succeed in college by interviewing current students and graduates with similar backgrounds.
- Students learn video production skills while creating webcasts <http://www.smudailymustang.com/collegezone/>

**Michele's Video**

Dallas, Texas

*April 2001 - current*Video Producer, Writer, Director and Editor

- Clients include: ITVS, Victim's Outreach, SMU and The Wilkinson Center, a poverty intervention agency.
- Edited 7 two-minute documentary movie trailers for ITVS in 2008 and 9 trailers in 2009.
- Produced and edited 2009 Hispanic Youth Symposium fundraising video.
- Produced 9 instructional engineering videos for the Infinity Program run out of SMU's School of Engineering in 2010.

**Yahoo! Inc.**

Dallas, Texas

*October 2000 – April 2001*Studio Manager

- Revamped Yahoo! production facility, and managed 7 person studio crew responsible for Yahoo! Music productions, as well as internal corporate video shoots and corporate client productions.
- Set rate card and scheduled studio and field productions.
- Advised clients of best production practices. Trained employees.

Senior Executive Producer/Senior Project Manager *October 1999 – October 2000*

- Managed internal teams for over 100 corporate web-streaming projects. Clients included: *Fortune*, Victoria's Secret and Swatch.
- Determined scope of work, project outline and timeline.
- Organized training procedure for Yahoo! Asia.
- Created producer training manual.

**Public Broadcasting System – KERA13, KDTN2, KERA90.1**

Dallas, Texas

*October 1996 – October 1999*On-Air Promotions Manager

- Wrote and edited video promotions for local events, local radio programs, local and national television programs.
- Created fundraising videos for pledge drives.
- Helped design local image campaign.
- Supervised freelance crews and managed a small production team.
- **1999 EMMY and 1999 Clarion:**  
    **“The U.S. Mexican War”- promotion category**
- **(3) 1998 PBS Communication Awards**
- **1996 PBS Communication Award Finalist**

**Paramount - KTXA TV**

Dallas, Texas

*August 1994 – April 1996*Promotions Producer/Director

- Wrote and edited promotional spots for cartoons and movies.

**Chele Video**

Dallas, Texas and San Francisco, California

*May 1991 – October 1996*Freelancer

- Began career as production assistant and worked up to writing, producing and editing corporate and documentary videos.
- Corporate and News clients included: EDS, PBS, Legacy Media, PG&E and KPIX-TV (CBS affiliate).
- Documentary clients: *Woman of Texas*, *The Simple Life*, *Peace is Every Step*, *Young Aspirations/Young Artists (1993-1994 EMMY Award)*, and *Too High, Too Wide, Too Long (1999 Silver Award: Houston International Video Festival)*.
- Short Film Editor: *Promises (1994 Chicago Film Festival)*.

**Bay Area Video Coalition**

San Francisco, California

*May 1991 – May 1994*Intern and then Video Editor and Instructor

- Front desk intern for six months.
- Edited videos for non-profits: The Black Adoption Agency, Citizens for a Better Environment and others.
- Taught production management and post-production skills.

**EDUCATION****University of North Texas**

Denton, Texas

Fall 2010 –Present

Master's of Science: Computer Education and Cognitive Systems

Emphasis: Instructional Design. GPA 4.0

**University of Texas at Austin**

Austin, Texas

*May 1991*Bachelor of Science Radio-Television-Film**Major GPA 4.0/4.0, Overall GPA 3.8/4.0.**

Academic Scholarship. Graduated High Honors.

Member: College of Communication Senior Fellows–Honors Program.

Treasurer: College of Communication Student Council.

**VOLUNTEER**

Dallas, Texas

*1999-2010*

Breakfast At Cathedral

- Help make and serve a free, healthy breakfast on Saturdays.

People Helping People

- Volunteer construction teams bring home exteriors up to code.

AIDS Services of Dallas

- Help cook and serve a free, healthy dinner to hospice residents every 3<sup>rd</sup> Thursday.

**REFERENCES AVAILABLE UPON REQUEST**