

Joan Karpeles

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PROFILE

Strong production background developed over 18 years of staff and management positions within the commercial, educational and corporate worlds.

Able to evaluate operational needs and implement strategies to increase productivity, enhance quality and improve cost effectiveness.

Versatile team player and leader with the ability to motivate employees and maintain a sense of humor under pressure.

Able to establish rapport and credibility with diverse groups of people.

Career Highlights

Produce projects on time, in budget, with style

- Responsible for all areas of broadcast production for national, regional and local television commercials including creative input; negotiating with vendors; and supervising casting, music and editorial sessions. Handled budgets ranging from \$50,000 to over \$1.4 million.
- Researched and produced original material for educational publisher. Products included videos and workbooks for individual student use and for the whole classroom.
- Established processes and procedures for science video product.
- Supervised the development of project extranet.
- Created and produced collateral and promotional materials
- Extensive interviewing of teachers and administrators for educational training videos.
- Organized and implemented student activities for university programs office.

Clients: Delta Air Lines, Alamo Rent A Car, Southern Bell, Coca-Cola, Longhorn Steaks, The United Way, Broward County Tourism, University of Florida

Awards: Show South (Best of Show); Cannes Film Festival (Finalist); Creativity; Telly; International Film & TV Festival of NY (Finalist)

More Highlights

Grew a successful company

Partner in a start-up music production company where revenues grew to more than \$300,000 in three years.

- Managed all aspects of day-to-day operations.
- Established and maintained client base.
- Created and executed marketing strategies.
- Determined music costs and negotiated with clients.

Versatility Behind the scenes

- Held staff and volunteer positions in the areas of lighting, sound, stage manager, set construction, promotion and sales for regional theater companies in Florida and Atlanta.
- Booked entertainment, as well as developed and executed marketing and advertising campaigns, for on-campus coffeehouse.

Employment

Independent Producer
2001 - present
1990 - 1996

SRA/McGraw-Hill (formerly Optical Data Corporation)
Executive Producer
1996 - 2001

BBDO, Inc.
Producer
1983 - 1990

University of Florida
Events Coordinator
1981 - 1983

Education

University of Florida, Gainesville, Florida

Bryant College, Smithfield, Rhode Island