

# Todd O'Neill

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## Education

**M.S., Television/Radio** - Brooklyn College/CUNY, Brooklyn, New York, 1983.

- Emphasis: Television Program Production
- 18 month Graduate Internship program

**B.A., Communications** - William Paterson University, Wayne, New Jersey, 1980.

## Teaching Experience

**Assistant Professor** – Middle Tennessee State University, Murfreesboro, TN, 2012 – Present.

Coordinator and Instructor, New Media concentration, in the Electronic Communication Department in the College of Mass Communication.

**Instructor** – Northwest Vista College, San Antonio, TX, 2012.

- Principles of Advertising (COMM 2327)
- Writing for Radio, Television and Film (COMM 2339)

**Instructor** - Palo Alto College, San Antonio, TX, 2002 - 2011.

- Practicum in Electronic Media – Web Publishing (COMM 2324)
- Principles of Advertising (COMM 2327)
- Television Production I (COMM 1336)
- Introduction to Mass Communications (COMM 1307)

• **Instructor** - California State University-Fullerton, Fullerton, CA, 1996 - 1998.

- Interactive Multimedia Production
- Writing for Broadcast and Film

**Instructor** - Fullerton College, Fullerton, CA, 1990 - 1997.

- Getting Started as an Independent Contractor in Radio and Television (Course author)
- The Business of Corporate Video (Course author)
- Electronic Field Production and Editing
- Basic TV Studio Operation

**Instructor** - Chapman University, Orange, CA, 1993.

- Introduction to Visual Storytelling

**Instructor** - Rancho Santiago College, Santa Ana, CA, 1992.

- Television Management and Production Coordination

**Instructor** - William Paterson College of N.J., Wayne, NJ, 1989.

- Corporate Video (Course author)

## Conference Presentations

**BarCamp Nashville**, October 2013

- We Must Know Everything

**WordCamp Nashville**, May 2013

- What is Content Strategy and Why Should I Care About It?

**PodCamp Nashville**, April 2013

- Cool Kids Do Content Strategy

**BarCamp San Antonio**, September 2008

- Media Access, Media Ownership

**Content Convergence and Integration**, April 2008

- User Generated Rich Media

**DocTrain West**, March 2008

- Rich Media for Training and Documentation

**Content Management Professionals Fall Summit**, November 2007

- Web Content Management to Web Content Operations

**Media Communications Association-International Conference (MCA-I)**, 2004 – 2006.

- Web Project Management
- Message Design for New Media

**International Television Association Conference (ITVA)**, 1992 – 2000.

- Making Your Move Into Multimedia: A Personal and Professional Perspective
- Independent 101: Getting Started on Your Own

**American Society for Training and Development (ASTD) Conference**, 1995.

- Independent 101: Getting Started on Your Own

**Commission on Police Officer Standards and Training (P.O.S.T.)**, Sacramento, CA, 1993.

- Effective Scriptwriting

**Additional Background**

- **Production:**
  - User Generated Content: Online Video; Blogging
  - Web Content Management
  - Social Media Groups And Platforms
  - Online Design And Production (XHTML)
  - Multimedia Design And Production (CD, Flash, DVD; Multilingual)
  - Video Production (Studio, Location; Multilingual)
  - Audio Production (Studio; Multilingual).
- **Operational:**
  - Adobe Dreamweaver, Contribute, Photoshop
  - Apple Final Cut Pro 6, Final Cut Express, iMovie, iWorks
  - Apple Macintosh (OSX, System 9)
  - Microsoft Windows (XP, 95), Office Suite (Word, Excel, PowerPoint, Visio, Project);
  - Wordpress
  - Documentum Web Publisher 5.3 SP3

- FAST Data Search 4.1
- iLog Jrules 5.12 Rules Manager
- **Managerial:**
  - JavaScript; CSS
  - Java Server Pages (JSP)
  - AVID Media Composer
  - Adobe Director, Flash, Illustrator

## Industry Experience

**Founding Partner** – C<sup>4</sup> Workspace, San Antonio, Texas, 2009 – Present.

Founder and catalyst of the first shared desk coworking space in San Antonio providing daily, weekly and monthly desk rental to solos, startups, consultants and creatives.

**Technical Producer** – NOWCast San Antonio, August 2009 – December 2009.

Manage production and editing and equipment acquisition for a hyper local, citizen journalism project funded by the Knight Foundation.

**Managing Director** – DoingMedia, San Antonio, Texas, 2007 – Present.

Provide media production, consulting, training and education services to business and non-profit sectors.

**Senior Business Analyst** – USAA, San Antonio, Texas, 2006 – 2007.

Business process owner for web content management. Developed long term strategy; provided consulting; managed work queue for enhancements; supervised day-to-day operations.

**President** - Media Communications Association-International (MCA-I), 2000 – 2001.

Managed the professional staff and volunteers of an international professional association during a period of financial recovery. Developed strategies, programs and initiatives to maintain association's brand and visibility. Fiscal and budget management resulted in debt reduction from \$250,000 to \$65,000 an during extended 18 month term.

**Web Producer** – USAA, San Antonio, Texas, 1998 – 2006.

UI lead for interaction design for projects and acted as subject matter expert and business manager for enterprise software acquisitions and implementations (web content management and enterprise search) for a Fortune 200 financial services firm serving the military community.

**Executive Producer / Owner** - Emedia Communications, Anaheim, California, 1995 – 1998.

Operated an electronic media creation services company (video, disc, online) serving corporate and non-profit clients.

Clients: The Toro Company, BI Technologies, Toshiba America, LaBruna Industries, Killingsworth Presentations, OC-ASTD, DialOne Inc., Rockwell Aerospace.

**Project Manager** - Graphix Zone, Irvine, California, 1994 – 1995.

Managed all aspects of multimedia CD-ROM production including design, graphics production, software development and testing.

Projects: Hachette-Filipacci Explor'us CD-ROM Software Catalog (French market); Coldwell-Banker Franchise Sales presentation; Intel Indeo 3.2 Introduction CD; AFKA Prince Interactive

**Producer / Owner** - Video Solutions, Anaheim, CA, 1991 – 1994.

Operated a video production services company serving corporate and non-profit clients.

Clients: Chapman University, Calsonic Climate Control, Chevron Oil, City of Anaheim, CSC - Index Group, Health Plan of America, Huck Manufacturing, Hughes Aircraft, ICN Pharmaceuticals, Innerspace Medical, New York Life, Saint Joseph Health Systems, Taco Bell, The Toro Company, Toshiba America, TRW Information Systems, Unisys, United Education Institute, VeriFone, Weyerhaeuser.

**Writer / Producer / Director** - Freelance, Orange County, CA, 1988 – 1990.

**Producer / Director** - Automatic Data Processing, Roseland, New Jersey, 1984 – 1988.

Project lead for video production of internal and external communication, sales, training and live event programming.

## Awards

**Finalist** - 1995 EMMA Awards

- Graphix Zone, "ExplorUs Electronic Software Shop" consumer CD-ROM
- Project Manager

**Silver Angel (Sales/Marketing)** - 1993 ITVA-LA/OC Video Festival

- Toro Irrigation, "570Z Sprinkler Introduction - Ground Maneuvers" direct response video
- Producer / Director

**Award of Achievement** - 1994 International Technical Video Competition- Society for Technical Communications

- Toro Irrigation, "570Z Sprinkler Introduction - Ground Maneuvers" direct response video
- Producer / Director

**Gold Angel Award (Sales & Marketing)** - 1994 ITVA-LA/OC Video Festival

- Calsonic Video Productions, "Arizona Test Center Promo" video
- Writer

**1992 Telly Award**

- Gold Standard Productions, "Parkwest Development Promo" video
- Writer

**Silver Angel (Sales/Marketing)** - 1990 ITVA-LA Video Festival

- TRW Information Systems "Gold Report Marketing" video
- Director / Assistant Producer

## Achievements

**Special Award of Recognition** - Media Communications Association-International (MCA-I), 2005

**Chuck Webb Award for Outstanding Leadership and Service** – MCA-I, 2005.

**Board of Directors Award** - Media Communications Association-International (MCA-I), 2004, 2000.

**President** - Media Communications Association-International (formerly ITVA), 2000 – 2001.

**President-Elect** – International Television Association, 1999 – 2000.

**Vice President** - International Television Association, 1998 - 1999.

**Regional Vice President** - International Television Association, 1997 - 1998.

**Chapter President** - International Television Association, Orange County (CA), 1994 – 1995.

**Chapter President** - International Television Association (ITVA), North Jersey, 1986 – 1987.

**Intern** – Television Conference Foundation Inc. summer think tank conference for broadcast and television production executives held at Keystone, Colorado. – 1982.

## References

Dr. Denise Barkis-Richter  
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Credit List available upon request