

# Todd O'Neill

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## Professional Experience

**Assistant Professor** – Middle Tennessee State University, Murfreesboro, Tennessee, 2012 – Present.  
Coordinator and Instructor, New Media concentration, in the Electronic Communication Department in the College of Mass Communication.

**Program Director** – TEDxNashville, 2013 – Present.  
Speaker selection and program for annual event with the theme of “Ideas Worth Sharing”.

**Managing Director** – DoingMedia, Murfreesboro, Tennessee, 2007 – Present.  
Provide digital content strategy, media production, training and education services to small business and non-profit sectors.

**Organizer / Licensee** – TEDxSanAntonio, 2010 – 2012.  
Organizer, licensee and Program Committee chair for annual event with the theme of “Ideas Worth Sharing”.

**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.

**Author** – DoingMedia blog (<http://www.doingmedia.net>), 2006 - Present.

**Senior Business Analyst** – USAA, San Antonio, Texas, 2006 – 2007.  
Created strategy and requirements for acquisition, project managed prototype and implementation, developed operational plan and managed operations for enterprise search engine (FAST Search) and web content management system (Documentum 5.3).

**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 during an extended 18-month term.

**Web Producer** – USAA, San Antonio, Texas, 1998 – 2006.  
Interaction design lead for projects; 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. Produced award-winning website.

**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 project staff in all aspects of multimedia CD-ROM production including design, graphics production, software development and testing. Produced award-winning CD-ROM multimedia title.

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. Produced or wrote a number award winning programs.

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.

Various projects, including award-winning scripts.

**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.

**Director / Lighting Director / Videographer** - Freelance, NJ/NY market, 1982 – 1984.

Various projects for Fortune 100 companies in the New York metropolitan area.

## Designations

**Project Management Professional (PMP)** – Project Management Institute, 2002 - 2004.

## Awards

### **Silver Spur – 2000 - Texas Public Relations Association**

- USAA Education Foundation website
  - Producer

### **Outstanding Achievement (Public Service) – 2000 Texas Interactive Multimedia Awards - Austin Area Multimedia Association**

- USAA Education Foundation website
  - Producer

### **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

### **Telly Award - 1992**

- 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

### **President’s Award - 2007**

- Media Communications Association-International (MCA-I)

### **Chuck Webb Award for Outstanding Leadership and Service - 2005**

- Media Communications Association-International (MCA-I)

### **Board of Directors Award - 2004**

- Media Communications Association-International (MCA-I)

### **Board of Directors Award - 2000**

- Media Communications Association-International (MCA-I)

## **Community Work**

### **WordCampNashville**

- Content Capture Chair – Current.

### **PodCampNashville**

- Content Capture Chair – Current.

### **BarCampNashville**

- Content Capture Chair – Current.

### **Healthy Futures**

- Media Task Force Co-chair – 2008-2010.

### **First Unitarian-Universalist Church of San Antonio**

- Our Whole Lives facilitator (K-1; 4-6) - 2001-2011

## **Teaching**

**Middle Tennessee State University** - Murfreesboro, Tennessee

**Palo Alto College** – San Antonio, Texas

**Fullerton College** – Fullerton, California

**California State University at Fullerton** - Fullerton, California

**Rancho Santiago/Santa Ana College** – Santa Ana, California

**Chapman University** - Orange, California

**William Paterson University** – Wayne, New Jersey

## **Associations**

**Media Communications Association-International** (MCA-I)

**Content Management Professionals** (CM Pros)

**Information Architecture Institute** (IAI)

**Alliance for Community Media** (ACM)

## **Skills**

**Production:** Online design and production (XHTML; multimedia design and production (CD, Flash, DVD; multilingual); video production (studio, location; multilingual); audio production (studio; multilingual); content management systems (enterprise; open source; Wordpress.)

**Operational:** Documentum Web Publisher 5.3 SP3; FAST Data Search 4.1; Apple Macintosh (OSX, System 9); Microsoft: Windows (XP, 95), Office Suite (Word, Excel, PowerPoint, Visio, Project); Adobe (Dreamweaver, Contribute, Photoshop); Apple (Final Cut Pro, Final Cut Express, iMovie, iWorks.)

**Managerial:** JavaScript; CSS; Java Server Pages (JSP); AVID Media Composer; Adobe Director, Flash, Illustrator.

## Education

**Master of Science, Television/Radio** - Brooklyn College/CUNY, Brooklyn, New York, 1983.

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

**Bachelor of Arts, Communications** - William Paterson University, Wayne, New Jersey, 1980.

## References

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