

Michael L. Jones

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Education

- University of Southern California School of Cinema Arts, BA in Cinema
- Director's Master Course & Acting For Directors International Film Workshops, Rockport Maine

Skills

- **Director** (Creative control, talent management)
- **Producer** (Budgeting, crew, client, location, studio logistics and management)
- **Writer** (Concept, narration, dialogue)
- **Director-Cameraman** (film/video)
- **Editor** (Final Cut Pro)
- **Digital/tape distribution** (DVD, Web files)
- **Video/Broadcast Facilities design** (Structure, equipment & workflow)
- **Facilities Management and Operations Supervision** (Manage employees)
- **TV Commercial, Corporate Programming and Longform production**
- **Marketing** (program development and implementation)
- **Sales** (account management)

Production and Management Experience

Director of Marketing, Broadcast Rentals

2008-2009

Developed marketing programs for branding, awareness and sales for company specializing in renting broadcast cameras, microphones and lighting to the video production industry.

- Raised company and brand awareness in a faltering economy.
- Reorganized the customer database to facilitate better tracking of the health and operations of the business.
- Increased customer count by 30% by engaging my personal network.
- Provided services in engineering design of multi-camera projects for clients. Resulted in an increase of 25% in monthly sales.
- Created specialized programs and pricing for student filmmakers that increased sales by approximately 5%.
- Created editing-archiving system using Blu-ray technology that increased sales by approximately 2%.
- Influenced product/service offering including rental inventory composition, digital camera, tapeless acquisition and post-production workflow technology recommendations and customer education.

Executive Producer of Television Production, DNN

2005-2006

Managed video production for broadcast for a company using television and web to sell real estate. Produced studio and location vignettes that were responsible for the direct sale of hundreds of thousands of dollars worth of homes in multiple markets.

- Produced and directed weekly multi-camera studio program from concept through closed captioning.
- Designed studio systems for multi-camera shoot and FCP finish.

- Supervised Reporter/Videographer teams in 3 markets in production of Home Tour video packages for use on the net and in TV programming.

Owner/Operator, The Jones Group

1990-2009

Owner/operator of full-service video production company. Provided complete project lifespan services spanning production, directing, writing, camerawork, editing, and pre/post production, and distribution. Work with 16-35mm Film, Beta, HDV, & HD, Final Cut Pro, AVID and Photoshop. Project budgets range from \$5,000.00 to \$300,000.00.

- Motorola: Complex production including over 100 fire, police and helicopter personnel as well as equipment from four municipalities.
- CibaVision: Program for optometrists shot on video and seamlessly integrated with existing film footing using digital enhancement techniques.
- BIOCOM: Video program honoring Nobel Prize winners in the San Diego area. Required shooting in a Class 10 Cleanroom.
- Pontiac: Dealership lobby program requiring locations on the open road and freeways. Budgeted at \$300,000.00 and actual cost managed to less than 1% variance.
- Catalina Sea Camp: Program designed to attract kids to a summer camp, utilized Cinema Vérité techniques.
- Other corporate and TV commercial clients include: Phelps Dodge, Acoustic Imaging, Dial Corporation, Litton Electron Devices, Premier Cruise Lines, BancOne, Three-Five Systems, Bull Information Systems, ESEC Switzerland, Good Samaritan Hospital, Department of Defense, San Diego Association of Governments, GE Capital.

Owner/Operator, Video in Phoenix and the ViP Production Center 1980-1990

Owner/operator of Phoenix, AZ-based full-service, 15,000 sq. ft. video production facility with 25 employees.

- Grew company revenues from zero to \$3 Million in 10 years.
- Built a business from a \$30K investment to a company that sold for \$5 Million.
- Directed and managed production operations.
- Business operation responsibilities included hiring, management, sales, marketing and budgeting.
- Designed the facility's physical layout, electronic systems and operating systems.
- Producer/Director/Cameraman/Editor for numerous productions.
- Supervised transition to Betacam technology.

Early Career

- KTAR/KPNX-TV broadcast television news reporter and assignment editor
- Goodyear Aerospace Scientific motion picture photographer
- US Navy Public Affairs Officer
- City of Pasadena Ambulance Driver

Volunteer Experience

- BestFest Student Film Festival-organization and implementation of the largest student film festival in the United States.
- Coached youth Baseball, Soccer and Basketball Teams
- Youth Soccer Referee
- Cub Scout Leader
- California Poll Worker