

SAMARA IODICE

www.samaraiodice.com

siodice@earthlink.net • 805.906.9202 • P.O. Box 23184, Ventura, CA 93002-3184

Multimedia Producer & Writer

Experienced producer/writer of video and computer-based marketing, training, and documentary programs seeks freelance work with companies/individuals who deliver high quality products with a real sense of vision. Available for project management, writing, and video editing assignments. Have Final Cut Pro system and broadcast-quality video camera for use on freelance projects. Also available on a volunteer basis for exceptional projects that support environmental, social, and/or humanitarian causes.

Career Highlights

CAUSE FOR ACTION Ventura, CA 2000 - the present

Director/Producer/Writer (Self-Employed)

Develop documentaries and educational films for independent distribution and webcasting.

Projects

- ***Book City, Hollywood:*** Directed this documentary on family-owned *Book City* and the battle with City Hall to save the bookstore from the clutches of proposed development and rising rents. Interviewed patrons including author Ray Bradbury, baseball legend Wes Parker, and actors Michael Lerner and Gary Owens.
- ***The Underestimated Tortoise:*** Writer of this fable about a down and out tortoise who becomes the hero of the forest. Currently being used as a teaching aid for high school students in Los Angeles, with future plans for developing into an animated short film.
- ***Destination Dinner:*** Video editor for this television pilot produced by the Culinary Communications Group. Features comic duo Butsy and Chunky as they explore cooking and food culture in restaurants around the country while traveling in their ramshackle RV.

QUISIC (formerly IEC/University Access) Hollywood, CA 2000

Instructional Designer

Interviewed professors, content experts, and business leaders in creating online university courses. Developed content outlines, instructional strategies and interactive exercises and tests to measure student performance.

Projects

- **London Business School, *Leadership Skills, Internet Program:*** Co-wrote this 80-hour Executive MBA internet course that features interactive leadership exercises and video-based appearances from influential business leaders.
- **Rice University, *Business Bound, Internet Program:*** Developed content and gaming strategies for this marketing simulation where teams compete online to create the most profitable business.

RELATE CORPORATION Camarillo, CA 1999 – 2001

Contract Writer/Producer

Wrote and designed innovative multimedia training and marketing programs. Managed client relations and directed production teams during all project phases.

Projects

- **Southern California Edison, *Ergonomics, Internet Program:*** Dr. Strain, an eccentric Professor of Sports Medicine, teaches how to prevent ergonomic injuries in his lecture series including "It Hurts When I Do This" and "Precautions Each Day Keep the Doctor Away." The student is quizzed in the final lecture "Strain Your Brain." Client was delighted with the creative approach to this course and purchased several other custom courses.
- **Los Angeles County, *A Career with Vision, Employee Orientation Video:*** Wrote and directed this program that explores the career opportunities in the various LA County departments including Public Works, Fire, and Sheriff's.

Multimedia Expertise

Project Management

Content Development and Scriptwriting

Video Editing, Videography, and Still Photography

Web-Based Training & Web Site Design

Specialized Writing Areas

Environmental Awareness and Protection

Engineering, Science, and Technology

Hazard Communication and Safety

Business and Leadership Skills

Customer Service

Retail Management and Computing Systems

Humor

SAMARA IODICE

www.samaraiodice.com

siodice@earthlink.net • 805.906.9202 • P.O. Box 23184, Ventura, CA 93002-3184

MOHR LEARNING North Hollywood, CA 1998 – 2001

Contract Project Manager/Instructional Designer

Wrote, designed, and managed production of training CD-ROMs, videos, and manuals for various retail clients. Prepared project schedules and budgets and managed graphic artists and programmers. Organized and directed video and still photo shoots. Worked directly with clients to develop training objectives.

Projects

- **Duty Free Shops, Customer Service Basics, CD-ROM:** Worked with American and Japanese clients to develop customer service training for a cross-cultural retail environment.
- **ShopRite, Get Appy, CD-ROM:** Developed a unique interactive comic book interface to train new associates in the areas of customer service, product knowledge, equipment use and safety, and suggestive selling and merchandising. Received a performance award for successfully leading this challenging project.

NAVY ENGINEERING SERVICE CENTER Port Hueneme, CA 1995 – 2000

Multimedia Project Manager/Environmental Engineer

Designed and programmed Navy web sites and multimedia training programs.

Projects

- **Naval Station San Diego, SIMA Environmental Challenge, CD-ROM:** Wrote and produced this course that trains military personnel on pollution prevention. Course was customized for 45 Navy industrial shops, resulting in 60 hours of total program time.
- **U.S. Navy, Environmental Restoration Library, Interactive Reference CD-ROM:** Served as programmer, graphic artist, and content editor. Received a Navy performance award for Innovation in Technology Transfer in May 1999.

EARTH ANGELS (A BROADWAY BOOKS PUBLICATION) Los Angeles, CA 1997

Public Relations Representative

Wrote marketing materials for the national release of this book by best selling authors Jerry and Lorin Biederman. Solicited schools, churches, and community groups for individuals to contribute true stories about real people who make a difference in the lives of others. Persuaded the director of the largest creative writing program in California (1200 high school students) to use the book's topic as the subject for their annual writing competition. The book's popularity led the authors to an appearance on the Oprah Winfrey Show.

Additional Work Experience

WATER RESOURCE ENGINEERING ASSOCIATES Ventura, CA 2005-2007

USDA NATURAL RESOURCES CONSERVATION SERVICE Somis, CA 2001-2005

U.S. ENVIRONMENTAL PROTECTION AGENCY Washington, D.C. Summer 1992

CENTERS FOR DISEASE CONTROL Atlanta, GA Summer 1991

Education

COLORADO STATE UNIVERSITY Fort Collins, CO Graduated December 1992

Bachelor of Science in Engineering GPA 3.03/4.0

CALIFORNIA STATE UNIVERSITY Northridge, CA Attended June 1996 - Dec 1997

Radio, Television, Film Program GPA 4.0/4.0

Computer Skills

Adobe Photoshop,
Premiere, After Effects

Final Cut Pro, Media 100

MS Project, MS Office

HTML Editors

Mac and PC

Community Outreach

Girl Scouts Gold Award-
Videographer/Editor
2006

American Red Cross of
Ventura County-
Multimedia Assistant
2004

Engineers and Scientists
for Animal Rights-
Web Designer
2004

Ventura Police Dog
Foundation-
Videographer
2002

Breast Cancer 3-Day
Walk- Television PSA
Narrator
2001