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Brandon W. Telg

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Education:

University of Florida, Gainesville, FL – MS Leadership Development Spring 2015
University of Central Florida, Orlando, FL – BA Stage Management Fall 2011
Santa Fe College, Gainesville, FL – AA Completed in Theater Spring 2009

Experience:

Changeville Music Festival, Executive Director, Marketing Manager **April 2016- Present**

- Manage all logistics of Gainesville's Second-Largest Music Festival
- Develop strategy and implement all marketing, PR, and social media
- Created relationships with numerous city governmental entities and business
- Doubled reach of festival from Year 1 to Year 2
- Developed and maintained music festival budget

University of Florida, Adjunct Lecturer **Jan. 2016 - May 2016**

- Taught online course in video and digital marketing technologies

University of Florida, Video & Collaboration Services **Mar. 2014 - Present**

Telecommunication Applications Analyst

- Maintain and Facilitate all online lecture video recordings and livestreams on UF campus
- Manage team of student employees
- Coach and mentor employees to effectively accomplish their duties
- Develop and implement customer service programs for clients through the University of Florida enterprise

Self Narrate, Inc., Founder & CEO, Marketing Director **July 2013 – Present**

- Founded and led organization with goal to help people and organizations grow through the writing and sharing of their stories
- Pioneered numerous leadership and personal development tools, evaluating each to the needs of the client's organization
- Presented over 40 keynotes and presentations on story development and leadership skills since 2014
- Organized professional development and networking conference [STORY:GNV](#), over 100 in attendance for first year
- Developed all marketing and communication plans and assets, including social media

Betterme Productions, Co-owner, Marketing Director **Feb. 2015 - Sept. 2015**

- Co-founded boutique video production company
- Worked in all areas of video production, including directing, camera operation and editing. [Example](#)
- Developed and maintained client relationships
- Create strategy for marketing and branding of company

University of Florida, College of Dentistry **Jan. 2012 - Mar. 2014**

Educational Resource Manager/Instructional Designer

- Managed and maintained all classroom technology in 10 College of Dentistry classrooms

- Managed and maintained all College of Dentistry lecture recordings
- Developed digital signage program for College of Dentistry

Publications:

Telg, B. (2017). The best life is one lived for others. *Aquifer: The Florida Review Online*.

Telg, B. (2016). *Self Narrate Monthly Column*. Gainesville, FL: Gainesville Sun.

Telg, B., Jones, J. & Barnes, C. (2016). [Break Your Invisible Chains](#). Gainesville, FL: Self Narrate.

Telg, B., Jones, J. & Telg, R. (2015). Story development. University of Florida Cooperative Extension Service Publication Series (WC215). Gainesville, FL.

Telg, B., Jones, J. & Telg, R. (2015). Letting them in: Sharing your story with people outside of your industry. University of Florida Cooperative Extension Service Publication Series (WC216). Gainesville, FL.

Telg, B., Jones, J. & Telg, R. (2015). Face-to-face storytelling. University of Florida Cooperative Extension Service Publication Series (WC217). Gainesville, FL.

Telg, B., Jones, J., Telg, R. & Raulerson, B. (2015). Storytelling through social media. University of Florida Cooperative Extension Service Publication Series (WC218). Gainesville, FL.

Presentations:

Telg, B.W., & Jones, J. (2017, July) Owing your story: Personal story development workshop. Harn Museum of Art. Gainesville, FL.

Telg, B.W., & Jones, J. (2017, July) Issue-based storytelling. Wedgworth Leadership Institute. Gainesville, FL.

Telg, B.W., & Jones, J. (2017, May) What is my story: For middle school students. Howard Bishop Middle School. Gainesville, FL.

Telg, B.W., & Jones, J. (2017, May) [Grow your story, grow your self](#). SonicFoundry Mediasite UNLEASH Conference. Madison, WI.

Telg, B.W., & Jones, J. (2017, February) Getting to the story: What is your why?. UF Online Annual Retreat. Gainesville, FL.

Telg, B.W., & Jones, J. (2017, January) Keynote: Storytelling for student advisement. UF Advising Conference. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, December) Keynote: Grow your story, grow your self. United Way. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, December) Storytelling for your health. Shands Rehabilitation Hospital, ArtsAbility Event. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, November) Keynote: [Defining the story of Gainesville](#). STORY:GNV Conference. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, November) Storytelling as identity capital. USF Center for Leadership & Civic Engagement. Tampa, FL.

Telg, B.W., & Jones, J. (2016, September) Storytelling: What's my why? Wedgworth Leadership Institute. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, July) What is my story: For middle school students. FOCUS Summer Program. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, May) Storytelling to improve agriculture. Florida Ag Institute. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, April) Storytelling for digital humanities. THATCamp. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, March) Hosting. [TEDxUF](#). Gainesville, FL.

Telg, B.W., & Jones, J. (2016, February) Share your story. FRANK Conference. Gainesville, FL.

Telg, B.W. (2016, January) Storytelling in rehab. UF Shands Rehab Hospital. Gainesville, FL.

Telg, B.W., & Jones, J. (2016, January) Disability identity. UF Shands Rehab Hospital. Gainesville, FL.

J. & Barnes, C. (2016, January) Strengthening the story: Digging deeper in mission, vision and values. UF Hillel Board of Directors. Orlando, FL.

Telg, B.W. & Jones, J. (2015, December) Storytelling for business. TAMID UF. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, November) What is your why. USF Center for Leadership & Civic Engagement. Tampa, FL.

Telg, B.W. (2015, October) The power of storytelling. PechaKucha: Gainesville. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, October) Easy as PIE webinar: Storytelling with self narrate. UF/IFAS Center for Public Issues Education. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, October) Self narrate: Storytelling seminar. United Church of Gainesville. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, October) Guest lecture for DIG6551: Applied interactive storytelling. University of Central Florida. Orlando, FL.

Telg, B.W., Jones, J. & Barnes, C. (2015, September) Defining the story: Mission, vision and values. UF Hillel Board of Directors. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, September) Self narrate: Four-week story development course. United Church of Gainesville. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, August) Self narrate: Tell your story, grow yourself. Gator Amputees Support Group At Shands Rehab Hospital. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, May) Persuasive storytelling for Tobacco Free Florida. Hendry County Health Department. LaBelle, FL.

Telg, B.W. & Jones, J. (2015, May) Persuasive storytelling for Tobacco Free Florida. Alachua County Health Department. Gainesville, FL.

Telg, B.W. (2015, April) Connections: Comparing Options For Recording Video Conferences With Mediasite (Poster). Sonic Foundry Unleash Conference. Madison, WI.

Telg, B.W. & Jones, J. (2015, April) Persuasive storytelling for Tobacco Free Florida. Alachua County Health Department. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, April) Self narrate: Tell your story, grow yourself. Starter Space. Gainesville, FL.

Telg, B.W. (2015, April) Self narrate: Why I lead. 1st Annual AEC Research-Extension Symposium. Gainesville, FL.

Telg, B.W. (2015, March) Self narrate: What is your why. University of Florida Global Gator Initiative Conference. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, February) Self narrate: Digital storytelling. University of Florida Center for Digital Health And Wellness. Gainesville, FL.

Telg, B.W. & Jones, J. (2015, January) Self narrate: Telling your story as an artist. Art Lab. Gainesville, FL.

Telg, B.W. (2014, November) Self narrative: Tell your story, grow yourself. Florida Occupational Therapy Association 2014 Annual Conference. Fort Myers, FL.

Telg, B.W. & Mcallister, M. (2014, September) Using streaming media and videoconferencing with your course.

Telg, B.W. & Jones, J. (2014, September) Self narrate. North Central Florida Occupational Therapists Forum. Gainesville, FL. - Attendees were given Continuing Education Credits

Telg, B.W. (2014, September) Self narration and oral communication. AEC3030 - University of Florida. Gainesville, FL.

Telg, B.W. & Jones, J. (2014, April) The labor of our stories. Institute of Hispanic-Latino Cultures. Gainesville, FL.

Grant Projects:

Storytelling For Therapy Project

- Self Narrate, in conjunction with the Shands Rehab Hospital & the UF Medical Guild – Leading a year-long project to capture the stories of Occupational Therapy patients. The aim of this project is to help people complete their recovery and develop a deeper understanding of their “disability identity.”

Organizational Leadership:

STORY:GNV

- Conference Organizer, Developed concept for conference, maintained budget, created all branding for the conference as well as identified and communicated with all speakers and panelists. Over 90 people registered for the inaugural conference.

Changeville Music Festival

- As an Executive Director, I manage the logistics of the festival, developing internal structures and plans for all elements of all festival events. This includes, but is not limited to, booking artists, developing and implementing marketing, developing collaborative relationships with downtown businesses, and managing our student team. I am also responsible for developing and maintaining the budget.

Self Narrate, Inc.

- Founder & Executive Director, Web Designer, Video Content Developer. Self Narrate is an organizational and personal development service utilizing self narrative as a tool for growth. Through this nonprofit, I have developed numerous leadership and personal development tools, evaluating each to the needs of the client’s organization. I have also led numerous keynotes and presentations on story development.

Betterme Productions

- Co-Founder of Betterme Productions, a video production company that emphasizes authentic storytelling.

Live Mighty

- Co-Founder of Live Mighty, a merchandising and public speaking management company.

Healthy Families

- Created an annual financial plan for Healthy Families Alachua.

GainesvilleDads.org

- Created website that compiles all known resources in the Gainesville community for fathers. This resource is currently being utilized in prison release programs in the area.

Video Production:

BettermeTV Webseries

- Produced and co-hosted the first few episodes of BettermeTV, Gainesville's first local talk show webseries. [LINK](#)

The Faces of Bonnaroo 2015 Video Series

- With Betterme Productions, helped design and produce a series of 10 videos from Bonnaroo 2015. The videos showcase different non-profit organizations that were featured at Bonnaroo as well as telling the stories of various Bonnaroo attendees. [LINK](#)

The Faces of One Spark 2015 Video Series

- With Betterme Productions, helped design and produce a series of 15 videos from One Spark 2015. The videos showcase different organizations making an impact in Florida. For many of these organizations, this was the first video content generated that tells their story. [LINK](#)

CORE Incorporated "Introduction" Video

- With Betterme Productions, helped develop all elements of CORE Incorporated's "Introduction" video, explaining what this nonprofit organization does. Wrote script. Helped direct, film and edit. This video was used to successfully fundraise at One Spark 2015. [LINK](#)

We Are Neutral Narrative Video & Commercial

- Helped the non-profit organization We Are Neutral define their narrative and created organizational narrative content and produced a commercial.

Gainesville Compost Narrative Video

- Helped Gainesville Compost define their narrative and created organizational narrative content.

Wedgworth Leadership Institute "Why I Lead" Series

- Produced a series of videos for the Wedgworth Leadership Institute showing how graduates of the Institute developed their leadership philosophies.

Tobacco Free Florida Training Video - Systems No, Systems Go

- Produced a training video for the Tobacco Free Florida initiative training healthcare professionals on the use of tobacco awareness systems.

Thinking Locally, Engaging Globally grant project

- Edited a series of Reusable Learning Object videos for use in UF AEC courses. These videos were shot in Brazil, Venezuela and other countries to show the differences in agricultural norms in these areas.

UF Genetics STEP: Scientific Thinking & Educational Partnership Project

- Produced, shot, edited and animated an extensive series of videos interviewing scientists working in Genetics for the purpose of creating science-oriented videos for a high school audience. These videos have been used to promote UF on PBS, ESPN.com and at the Florida Museum of Natural History. These videos won the 2015 ANREP National Innovative Program Award.

Skills/Strengths:

Expert: Final Cut Pro, Mediasite, iMovie, PhotoShop, LiveType, Microsoft Office Suite (Word, Outlook, Excel, Powerpoint, etc.), Social Networking (Facebook/Twitter/Google Analytics/Tumblr, etc), TurningPoint, Camtasia

Proficient: Wordpress, InDesign, Adobe Premiere, Garage Band, E-learning (Sakai/Canvas), Sharepoint, Web design concepts

Training/Certification:

Goodman Center Storytelling Workshop

Successfully completed the Goodman Center's "Storytelling for the Gator Good" workshop at UF, designed to teach administrators how to tell better institutional stories.

UF Supervisory Challenge

Successfully completed UF HR's supervisory challenge course, an extensive, 12 course program designed to improve managerial skills and human relations in the workplace.

Honors/Awards:

Alpha Tau Alpha

Honor Society for Agricultural Education