

George H Friedman

- Content production specialist with over 18 years of experience creating national television commercials, video, photography and digital content globally for some of the world's most respected brands.
- Accustom to leading teams managing dozens of projects in various cities on multiple continents all at once so no challenge seems too great. Each one is a new and exciting opportunity to do something unique.
- Having both a creative and technical background gives me a rare and in-depth understanding of the content creation process and the strategy behind it. My time owning my own company makes me keenly aware of how to maximize a budget and manage resources.

Experience:

Kohler Co., Kohler, WI

2013-present

Senior Manager - Content Production

- Head of integrated content creation for Kohler Communication's portfolio of global brands.
- Lead a team creating integrated digital, experiential, motion and still projects internationally, across 27 unique brands, with budgets ranging from \$0-\$1,000,000+.
- Manage internal production studio, post-production suites, equipment, staff and budgets.
- Develop and curate external vendor relationships around the globe.
- Architect and administer Media Asset Management system and digital distribution strategies.
- * Advise Digital Asset Management and Corporate Archive teams.
- Mentor internal creative teams and advise business partners on strategy and execution.
- Nominated to the Kohler Leadership Forum.

Manager of Video Operations

- Re-invented and elevated motion content production.
- Established and documented standards, frameworks and best production practices.
- Realized savings through more efficient execution and planning.
- Developed content creation "lunch and learn" series to educate and inspire internal agency.
- Architected and implemented a Digital Media Asset Management system and long term archive strategy. Initiated new workflows to protect assets and decrease risk.
- Personally produced projects in India, China, Haiti, Europe and North and South America.
- Managed Kohler's involvement with the Caltech and the Bill and Melinda Gates Foundation at the 2014 World Toilet Fair in New Delhi, India.

Backpack Editorial, Chicago, IL

2009-2013

Founder and Executive Producer

- Established and operated a full service post-production company managing operations, creative, external vendors and client relationships.
- Oversaw, consulted and produced all aspects of the commercial and digital content production process, from inception to delivery.
- Produced digital content for phone apps, digital ads and emerging technologies.

Red Car, Chicago, IL

2005-2009

Senior Creative Film Editor

- Editing and creative direction for television commercials and digital media.
- Served as liaison between advertising agencies and their clients.
- Managed all aspects of the post-production process.

www.georgefriedman.net

www.linkedin.com/in/georgefriedman

Avenue Edit, Chicago, IL 1998-2005
Commercial Film Editor

- Client facing offline creative editing of national television commercials.
- Served as a video production consultant and technical adviser to advertising agencies and their clients.

Assistant Offline Film Editor

- Organized and edited film.
- Produced all facets of the post production process.
- Technical support.

Assistant Engineer / Avid Technician

- Macintosh, Avid and video hardware and software maintenance and troubleshooting.
- Tape Room technical support and repair.
- Operator support.

Education:

Columbia College, Chicago, Illinois Graduate with honors, B.A. in television production	1998-1999
Carnegie Mellon University, Pittsburgh, Pennsylvania Studies towards a B.F.A. in Theatrical Design with an emphasis in lighting	1993-1996
Arts Magnet School, Harrisburg, Pennsylvania Graduate with honors in Television Production	June 1993
The Pennsylvania Governor's School of Excellence for the Arts Graduate in Technical Theater Production	August 1992

Skills:

Avid Media Composer; Adobe Creative Suite; Final Cut Pro; CatDV; Open Text; Storage DNA; LTO Archiving; Telestream; MS Office; Basecamp; Advantage; FileMaker Pro; FTP and compression standards; Mac / PC hardware and software troubleshooting; Film/DSLR/P2/XDCAM/Canon/RED/ALEXA/Phantom/Drone/VR/AR; Digital Asset Management; web and social media savvy; creative and technical ability; proven global project management and problem solving skills; photographer; world traveler.

Brands and agencies that I have partnered with:

Kohler, McDonalds, Coca-Cola, Miller Brewing, The NHL, Allstate, Quaker, Disney, Hallmark, Anheuser-Busch, The Oprah Winfrey Show, Dish Network, Kraft, Tide, Sears, PetSmart, Humana, Dove, Heinz, Nike, Ameritrade, Tropicana, Red Lobster, UC Davis Health System, Aleve, One-A-Day, On The Border, Jeep. Lore, Leo Burnett, FCB, DDB, Y&R, Burrell, Ogilvy, CK, Havas, Digitas, JWT, VSA Partners, BBDO, Doe Anderson.

I love skiing, world travel and spending time with my young family. The last two don't always play nice together but, as I said before, I'm someone who always loves a challenge.