

CHELSE BENHAM

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CURRICULUM VITA SYNOPSIS:

I believe that at the center of every innovative venture there are people willing to take risks in the attempt to create a great product or enterprise, and in the process, achieve something extraordinary. With the right people on a team, great things can be accomplished. I know this first hand. I have built and managed such teams, and I have learned the single most important aspect of innovation: it is not a one-man job. It necessitates having an energetic, affable leader, with a clear vision, who is able to galvanize stakeholders and steer an initiative forward.

As a multi-EMMY®, ADDY®, and Telly® Award-winning producer/director/editor, and writer, I honed my television production skills the first half of my career working for HGTV, A&E, the History Channel, and CBS WVLT. However, it was my experience working in a University environment that afforded me the opportunities to proactively seek groundbreaking initiatives. As a result, I was known for "turning over rocks" to find untapped resources, in an effort to gain a competitive advantage and to solve challenging problems.

For more than two decades, I acquired expertise in diverse areas, from launching companies to being part of large organizations, from grant writing to entrepreneurial launch presentations, video production & television programming, digital & multimedia marketing, and interactive web creation & EPublications, gamification dynamics within a social network design, mobile application development, and search engine optimization and analytics.

In 2007, I received a fellowship in Digital Content Design (an innovation think tank) at the American Film Institute in Hollywood, to research & develop TOYO – an interactive television platform. The experience launched my fascination with immersion technology and its effect on digital natives (young people born within the age of home computers and video games).

After my fellowship, and as a result of my penchant for Web tools, apps, and graphic design, I led a student team to develop a Webby® People's Voice Award and a W3® Award-winning interactive website, showcasing five years of prized work.

My interest, in building mobile apps as marketing tools, inspired me to lead the team to design an iPhone/iPad native mobile app game called Bucky Challenge. The app went on to win a South Texas Regional ADDY® Gold Award in the professional experimental marketing category.

As a result of my unique experience in innovative technology on multiple traditional and digital platforms, I was recruited as the Chief Marketing/Programming Officer (CMPO) for Cycle Vision Network (CVN.tv); a global online interactive television network and social community. CVN.tv was dedicated entirely to the motorcycling public. We were supported worldwide by media partners, promoters, and motorcycle industry leaders who were looking for the perfect way to engage and support the international rider community. Within three years, CVN did launch in beta form, however, it was unable to convert into a profitable enterprise, losing its essential investors to fluctuating economic instability, succumbing to financial insolvency.

Ultimately, being risk averse is not my approach to life. I am attracted to people and organizations that want to change their communities and impact the world in some positive, life-affirming way, by taking calculated risks to attempt groundbreaking ventures. It's what motivates me to navigate uncharted waters in the hope of discovering new horizons.

AREAS OF EXPERTISE:

Development of large scale innovative video, interactive game & Web design, digital content programming initiatives – for Branding, Marketing, Educational, and Instructional purposes

Programming acquisitions; FTP data transfers for Content Delivery Networks (CDN); metadata management, oversight of the internet television platform development; installation supervision and testing of social engagement software.

Program Development; Pitching, Treatment, Budget and Script Writing

Organizational Proficiency of Staff Supervision, Management, Budget & Operations

Grant writer (funding acquisition & grant management expertise)

Directing/Producing/Editing – television/video/motion animation

Video production; camera, lighting, sound design

Television Treatment Developer/Project Manager

Non-linear Editing and Post-Production Supervision

Audio production/editing – podcasting production & distribution

Digital Content Design for online media and marketing strategies

Public Relations Media Coverage Coordination, Promotions & Marketing

Strategic Branding Planning

Focus Group Design, Research & Data Collection

Public Speaking, On-air Talent

Journalism, Professional Writing

Integrated Social Media Marketing Campaign Development

Expertise in search engine marketing, optimization, mobile integration, social media policy, SEO/SEM, analytics and metrics

Video Game/Mobile App Creation & Design

Project development/budget & operations management

TECHNICAL SKILLS:

Videographer - Documentarian

Proficient in Final Cut Pro (video editing software)

Proficient in Motion; After Effects (motion animation software)

Proficient in Adobe Creative Suite CS6 (multimedia software)

Proficient in Word, PowerPoint, Prezi

Experienced in video compression & conversion, Content Delivery Networks (streaming video platform)

Proficient in Web Design & Optimization; Wordpress for Developers, Dreamweaver, HTML5, CSS, SEO, Google Web Developers, Web Analytics

Proficient in GameSalad (mobile game development software for iPhone/iPad)

Google AdWords certified – A/B split testing, analytics, optimization

EMPLOYMENT HISTORY:

Feb 2016 – Present

Communications Coordinator for the Division of Research, Innovation & Economic Development at The University of Texas Rio Grande Valley (pop. 30K students and two campuses)

- Create & implement a strategic marketing and communication plan for the Division.
- Responsible for Public Relations, Media Coverage Coordination, Promotions & Marketing,
- Promotion of ALL UTRGV College's, Division's, & Department's research efforts, programs, grants, & student research initiatives
- Review & approve all marketing materials and Web content
- Lead the development of multi-year communications planning process
- Coordinates & Communicates with all stakeholders, outside agencies, partners in creating key messages
- NOTE: Responsibilities exceeds this list.

Aug 2012 – March 2016

Principal Owner of Virtual Media Mavens, LLC –

Online Marketing & Digital Content Creation Agency (launched agency during Involvement with CVN.tv)

- Web Design for *Custom, *interactive, *eCommerce, *Membership sites; SEO, Google AdWords, Graphic & Motion Animation, Online Marketing, Online Advertising, FTP Data Management, Digital Content Design for online media and traditional marketing

Jan 2011 – Aug 2013

Chief Marketing and Programming Officer - Cycle Vision Network (CVN.tv) –
an Online Interactive Television Network

- Television Network Platform Design Supervision, Global Content Management, Data Management, Social Network Integration /Customer Identity Management, Program Development, Worked with Dorna Sports' Global Media Partners, Limelight Networks, Gigya.com
- Public Relations, Media Coverage Coordination, Promotions & Marketing, Managed CVN's

Oct. 2002 to Aug 2011

The University of Texas – Pan American (multiple promotions)

- **Head of Digital/Social Media Strategies & Public Relations – Office of Social Media (2010-11)**
 - Social Media Marketing Campaign Development Design, Strategy, Implementation, and Measurement –
 - Online Marketing Strategy Research and Development
 - Instructed Staff & Faculty, University Departments on Protocols and Best Practices
 - Digital Content & Graphic Design - online media and traditional marketing
 - Search engine marketing using social media for YouTube, University blogs, content optimization, mobile integration, SEO/SEM, analytics, metrics, measurement & effectiveness
 - Focus Group Design, Research & Data Collection – Campus survey (resulted in an SWPA Conference poster presentation)
 - Developed & Directed 2nd Student Internship Program to engage with Campus Community and generate online digital content for social media marketing of the University
 - Staff Supervision, Budget and Operations Management
- **Television Specialist V- Office of University Relations (2007-10)**
 - Strategic Development of University video production programming initiatives – Branding, Marketing, Educational, and Instructional purposes – Developed 10yr lease agreement with PBS KMBH TV 60
 - Public Relations, Media Coverage Coordination, Promotions & Marketing - Liaison with Marketing Partners – distribution channels
- **Director of Reel-to-Red Productions (2003-10)**

- Developed & Directed Award-winning Student Internship Program
- Directing/Producing/Editing – video / motion animation, programs & commercials; student & faculty highlights, *UTPA Today Show*
- Special Projects; Honors Study Abroad, TRiO Programs – Award-winning “*Going Nowhere*”, “*Dead Letter*”, “*Heart of Experience*”
- Digital Content & Graphic Design - online media marketing – i.e. YouTube Channel (+300,000 views);
- Focus Group Design, Research & Data Collection for content development – *Who Knew?* Campaign (digital commercial series)
- Web Design– Award-winning interactive website - *ReeltoRed.com*
- Video Game/Mobile Native Game- *GameSalad* - *Bucky Challenge*
- Staff Supervision, Budget and Operations Management

- **Radio/Television Production Supervisor - Office of University Relations (2002-07)**

- Developed/built television production facility housed - and campus-wide TV network managed within The University Relations Office
- Grant Writing and Funding Acquisition (Secured + \$600,000)
- Public Speaking, On-air Talent,
- Professional Writing – *The Monitor* (regional newspaper columnist)
- Faculty & Student stories, campus promotion & marketing

**June 1999 to Dec. 2002
Knoxville, TN**

- **Owner of Silhouette Studios, a Video Production/Post-Production studio –**

- Cultivating capital fundraising, membership and market awareness materials for non-profit organizations
- Strategic Development of video production development
- Grant Writing and Funding Acquisition
- Built production facility and Director/Producer/Editor – video & motion animation for programs & commercials

June 1997 to June 1999

- **Producer/Director/AVID Editor at CBS, WVLT TV, Knoxville**

Programming and Promotions; engaged in branding and Station image & marketing; audience research, television production & programming development

Sept. 1996 to June 1997

- **Post-Production Supervisor** for “*America’s Castles*” **A&E** at Cinetel Productions - Scripps Networks

Associate Producer for “*November Warriors*”, “*Empires of Industry*” “*Mighty Mississippi*” for **The History Channel** at Jupiter Productions

Sept. 1995 to Aug. 1996

- **Freelancer at Shadowplay in areas of film production, Knoxville, TN**

June 1995 to Aug. 1995

- **AVID Editor at Roberts and Russell Inc., Knoxville, TN**

Jan. 1993 to Dec. 1994

- **Office Manager for John Henson Associates, Inc., Austin, TX**

Oct. 1988 to Dec. 1991

- **Paralegal and Assistant to the Attorney at Kevin Madison Law Offices, Austin, TX**

CYCLE VISION NETWORK (CVN.tv) RESPONSIBILITIES

Job Title:

Chief Marketing/Programming Officer

I was part of the founding team and the Chief Marketing/Programming Officer (CMPO) of an entrepreneurial startup; a GLOBAL online interactive television broadcast and social media network called CycleVision Network (CVN.TV).

CVN was designed as the first fully interactive Internet and mobile entertainment platform dedicated entirely to the motorcycling world. We were supported by global media partners, promoters, and motorcycle industry leaders who were looking for the perfect way to engage and support the global rider community.

I worked closely with Limelight Networks and Gigya social media platform building the interactive television and social network site. My other responsibilities consisted of: populating the site with acquired programming, acquisitions of cinema releases; acquiring content from Dorna Sports global partners, oversight of the site build; and installation supervision and testing of the social networking turnkey system (Gigya). I was responsible for the original programming development pipeline, transferring data. The site was launched in 2012 but was frozen two years later after it went insolvent due to development expenditures and investors retracting investment commitments.

My responsibilities consisted of:

- FTP content transfer & conversion;
- populating the platform with programming;
- acquisitions of cinema/television releases;
- acquisition of content from Dorna Sports Moto GP global partners;
- supervision/interfaces with Limelight & Gigya developers;
- supervision and beta testing of the website and social networking system (Gigya);
- devising network branding strategies.
- responsibility of the original programming development pipeline, transferring data, and marketing of the channel.

THE UNIVERSITY OF TEXAS –PAN AMERICAN

Job Titles:

- **Head of Digital/Social Media Strategies and Public Relations**
- **Director of Reel to Red Productions**
- **Television Specialist V**
- **Radio/Television Production Supervisor**

ACCOMPLISHMENTS at UTPA:

- **Authored more than \$7.2 million in grants and funding acquisitions** at The University of Texas-Pan American; often appointed by senior administrators to be Point of Contact and Liaison the initiatives.
- **I was Point of Contact/Co-Author of \$4.2 million Texas Department of Transportation (TXDoT) Transportation Enhancement Program Safe Routes to School grant.** The grant was a unique opportunity to create an innovative outreach strategy for The University of Texas-Pan American, and it positioned the University as a caring organization that was interested in creating health and wellness benefits for the campus and community at large. UTPA committed \$400,000 (20%) of seed money to sit in escrow for this grant.
- **Authored/chaired \$2.1 million UTPA grant to the Texas Department of Transportation (TXDoT) Enhancement Funds Hike & Bike Trail.** Appointed by Dr. John Edwards, Vice Presidents of Enrollment and Student Services to co-chair the application committee overseeing the project and converting a previous TPWD grant into a workable format for the new application. The application required one year to complete.
- **Creative Director/Game Developer "Bucky Challenge" iPad/iPhone native game that uses UTPA mascot to maneuver through five sports levels.** The game encourages young children to engage with virtual UTPA mascot, Bucky, in an enjoyable friendly way. Using photos of Bucky Mascot, photos of areas on campus, and University branding within the game allowed the team to create an experimental marketing tool for the University. The game required approximately 100 hrs per week among five developers over an eight-month period to create. I documented the mobile application building experience using the **Game Salad** platform in my blog *The Novice App Builder*, which was listed at **2010 SXSW Interactive**. The mobile game won the 2011 Gold ADDY Award for Experimental Marketing.
- **Appointed by Dr. Roland Arriola, Vice President of External Affairs, to author/structure a 10-year lease agreement (Letter of Intention to Lease) between UTPA and KMBH TV60.** Instrumental in partnering UTPA with KMBH-PBS in Harlingen, TX to create co-productions in educational and informative programming –
 - Appointed to the KMBH Board of Directors in 2005 by UTPA President, Dr. Blandinas Cardenas. Project developer for a regional digital television network consortium between UTPA, UTB and PBS affiliate KMBH TV60 for an educational television programming initiative. The first University television broadcast network for South Texas to disseminate educational programming in the areas of STEM (science, technology, engineering & math).
- **Awarded the 2007 Meritorious Service Award** in recognition of outstanding performance and dedication to the Division of External Affairs presented by Dr. Roland Arriola, VP of External Affairs.
- **Wrote the justification for \$78,000 of production equipment to develop a television and video production unit and infrastructure for the Office of University Relations.** The television unit was established with the sole purpose of producing "in-house" University commercials, promotions and television programming to be disseminated throughout the Valley stations. Instrumental

in securing more than \$135,000 in additional resources, (equipment and manpower) in an effort to reach three main goals: (1) programming production, (2) duplication and (3) distribution of programming.

- **Secured \$105,000 in funding to develop and direct the Award-winning Student Internship Program (SIP) known as Reel to Red Productions (R2R)** that partnered Office of the Dean of Students, Student Advisory Affairs Committee (SAAC), the Office of the President, and the Office of University Relations (UR) in Division of External Affairs. This program became a Center of Excellence for the University winning some of the industry's most prestigious awards. Furthermore, the internship program helped students acquire much-needed experience and elevated the productivity of the UR office benefiting the University as a whole.
- **Wrote HEAF budget and Secured, within two years for the UR office, additional manpower, and equipment in excess of \$450,000 in resources and grew by 40 percent** through Higher Education Assistance Fund (HEAF) set by State of Texas Legislature.
- **Secured \$148,000 to resuscitate, expand, and up-grade the "Campus Vision" closed-circuit television system.** Reel-to-Red Productions (SIP) managed content and programming needs of the system.
- **Directed and produced "trigger" film and documentary of its making, "Dead Letter",** collaborated with TRiO Program (Talent Search, Upward Bound, Upward Bound Math & Science), MADD, TABC, Texas Alcohol and Beverage Commission and Texas Guaranteed Loan. "Dead Letter" wins the first Lone Star EMMY in the category of Student Non-News for South Texas. "Dead Letter" was produced by Reel to Red (R2R) Productions, an 8-14 member student television production company and internship program. The project was the first and only program of its kind at UTPA. It achieved (1) national recognition, (2) produced an award-winning product, and (3) recruited 35 students to the University.

"Dead Letter" was a **collaborative effort between R2R Productions and UTPA's TRIO Programs**, an educational opportunity outreach program designed to motivate and support students from disadvantaged backgrounds. In the film, college and high school students are used as both crew and cast. The project was designed to teach high school students the art of filmmaking.

"Dead Letter" was created as **a trigger film targeted for distribution nationally to TRIO programs such as Upward Bound, Upward Bound Math-Science, Talent Search and Student Support Services**, high schools, and social service agencies as a tool to initiate dialogue between students and counselors addressing such issues as the value of a college education, teen pregnancy, substance abuse, domestic violence, and driving while intoxicated. The film has a companion facilitator's guide produced by UTPA's Talent Search TRiO program. In addition, R2R Productions produced the University's first comic book based on the film. The DVD and facilitator's guide was packaged as a kit to help TRIO staff; counselors and teachers lead discussions with teenagers regarding these very timely issues.

- **Developed and Directed the Office of Social Media – served 25 departments across the campus.** In an effort to champion new ways of reaching out to people and engage in conversation with them, The Office of Social Media, under my leadership, endeavored to create enjoyable and innovative interactions connecting people to the university and to each other.

- **Established and directed 2nd student internship program within the Office of Social Media.** Within the program, students were able to register for course credit, thus the internship brought approximately \$14,000 in tuition. I was able to obtain class credit for the internship program working with Deans and faculty Students registered for course credit bringing \$14,000 in tuition to intern within the office. I obtained departmental credit for the internship with departments in business, communications, and English.
- **Project Coordinator/Role Manager and co-founder of the Educational Programming Interactive Consortium (EPIC) for the Corporation of Public Broadcasting *American History and Civics Initiative*.** Grant for \$216,000 (raised \$870,000 in committed funding) - research and development grant. The program creates a new educational paradigm combing expertise and resources from UTPA, University of Southern California and Johns Hopkins University.
- **Author and Project Coordinator of \$26,000 TPWD grant (raised another \$23,000) for the building of 1.5-acre native plant garden and outdoor lab** from the Texas Parks and Wildlife Department Community Outreach Grant. Campus community service activity.
- **The items listed below are representative of the marketing and promotions work I performed within the Office of University Relations:**

- **authored a weekly column** to highlight University faculty in the largest regional paper. It was a weekly UTPA advice column in the "Valley Jobs Section" in The Monitor using University experts to discuss work related issues. The Office of University Relations was invited to submit a weekly article for the Sunday edition of The Monitor ("The Largest and leading Newspaper in South Texas."), on the front page of the Valley Jobs Section. The paper has access to an estimated 1,305,782 people in the Rio Grande Valley. The article was a strategic branding opportunity for the University.

Weekly, I would create a topic of my choosing to address some business best practice or protocol. I collected quotes from faculty that had some connection to the topic related to their research and field of study. By quoting a faculty member I was able to place the University's name within the article following each quote and title of the faculty member. It gave credibility to both the University and the professor, while softly promoting and marketing the institution each week. Over a two-year period, I wrote 104 articles. The column was successful and provided valuable information to the community while positioning the University as an authority (and its faculty) in the minds of the readers. This additional exposure and "soft marketing" for the University, in the largest regional paper, was FREE. There were no additional costs to the University for the prominent placement of the article. The column stopped running when Freedom Communications (owner of the paper) replaced it with a nationally syndicated column.

- **wrote and produced news vignettes** called People Stories about faculty, students, staff, and prominent alumni that contributed in some extraordinary way to the University and community at large. The series was used to promote UTPA and provided FREE coverage of the University on the #1 newscast in South Texas on Channel 5.

- **produced a commercial series in an effort to market and brand** the University using the tagline "UTPA made a difference in my life. It can make a difference in yours." This series exclusively highlighted UTPA alumni. Frequently, stories were of alumni, many of them donors to the University, who had gone on to become community leaders and accomplished members of society. These television commercials cemented the connection between donors and the institution.
- **wrote articles for *Los Arcos* publication** designed to inform alumni and the public of University endeavors and events.
- **scheduled speakers on the "Sounds of Excellence" program on KURV radio news.**
- **wrote profiles of outstanding students** for The Monitor in "Profiles in Excellence".
- **produced "UTPA Today Show"** – a half-hour show that aired on cable access Channel 12 for the City of Edinburg.
- produced documentaries, special projects, and informational programming highlighting the University and its endeavors. As an example of this building upon existing collaborations with faculty: Heart of Experience Documentary – Honors Study Abroad Program
- **produced University television commercials** promoting UTPA and its events, recruiting expos and fundraisers.
- **developed a television health series** pilot to air on Channel 60, KMBH – PBS, called "Del Cazo" utilizing initiatives developed at the University in cooperation with community organizations:
Edinburg Regional Hospital,
the College of Health Sciences and Human Services, and
the Border Health Office and the Center for Aging.

GRANTS:

\$572,000 total awarded (all the grants were written

ALL of the following grants were Authored & Managed under me

Titles: Role Manager/Author/Point of Contact/Project Supervisor

Awarded \$57,428 Legislative line item in Higher Education Assistance Fund (HEAF) funding

salaries and operating budget for Reel to Red Productions 09-10

Awarded \$55,328 Legislative line item in HEAF funding

salaries and operating budget for Reel to Red Productions 08-09

Awarded \$54,300 Legislative line item in HEAF funding salaries and operating budget for Reel to Red Productions 2007-08

Awarded \$54,300 Legislative line item in HEAF funding salaries operating budget for Reel to Red Productions 2006-07

Awarded \$46,225 in 2006 Acuerdo grant for additional equipment for the Student Internship Program from the Office of the President.

Awarded \$26,000 in 2005 from the Texas Parks and Wildlife Department, for *UTPA's Indigenous Wildscape Educational Garden*, was the **Principal Investigator/Author & Project Supervisor**, Ms. Benham supervised the garden construction, budget, and grounds maintenance.

Awarded \$148,000 in 2005 for the renovation and expansion of UTPA's closed-circuit television system spread over three years. Worked with SAAC and Office of the Dean of Students to propose the plan to the Student Advisory Affairs Committee (SAAC) for funding support. Implementation is projected to begin in Fall 2005.

Awarded \$20,478 in 2005 by SAAC for wages for interns, supplies, Crew shirts and expenses as a permanent budget request.

Awarded \$32,000 in 2004 to establish an internship program. Funding from Office of the President, under Dr. Miguel Nevárez, and the Student Advisory Affairs Committee (SAAC). The Office of University Relations currently houses the program. Ms. Benham is founder and director of the program, supervising more than eight students per semester.

Awarded \$78,000 in 2004 for writing the justification for HEAF funds for television production equipment for The Office of University Relations & the creation of a production unit. UR office currently produces its own University promotions and television coverage, therefore eliminating production costs from its budget and allow more funding to go towards advertising.

National Endowment for the Humanities Consultation Grant for Television Projects in the amount of \$10,000 for *In Higher Education We Trust* 1hr – documentary

Humanities Texas Media Grant in the amount of \$17,632 for *In Higher Education We Trust* 1hr – documentary

Latino Public Broadcasting Open Call for \$27,751 for *In Higher Education We Trust* 1hr – documentary

Texas Guarantee Public Benefit Grant Program for \$78,500 for UTPA Film and YouTube "Webisode" series called "*The Dead Credit Society*" to support the messages of fiscal responsibility and provide information regarding credit card debt, school loan acquisition and management, and teach student how to plan for and access postsecondary education in improve life-long economic stability.

Role Manager/Author/Point of Contact - \$2.1 million UTPA Campus Trail and Texas Department of Transportation (TxDOT) Texas

Transportation Enhancement Program - Regional Hike & Bike Trail –
(4-month development process)

Role Manager/Point of Contact/Co-Author \$4.2 million

TXDOT Safe Routes to School Program -The proposed grant is awarded by the Texas Department of Transportation (TxDOT), nearly \$4.2 million will be made available to build an approximately 9-mile-long trail that connects the cities of McAllen and Edinburg to UTPA so that student and community could have safe Access to the South Texas largest employer and inland University.
(8-month development process)

Role Manager/Author/Point of Contact \$216,000 for the

Corporation of Public Broadcasting *American History and Civics Initiative.*
Grant for \$216,000
(of \$870,000 raised) - research and development grant
(2 month development process)
Funding revoked by Congress under the Bush Administration

DOCUMENTARY SERIES AND

ENTERTAINMENT PROGRAMMING:

As Author/Researcher of the television treatment called, *In Higher Education We Trust* - 1-hour documentary – The film looks at the history of the Rio Grande Valley's original institution of higher education, Pan American University, and the class action lawsuit known as LULAC / MALDEF of 1987. In addition, it examines UTPA's (formerly Pan American University) impact on the community and the emerging middle class along the Texas/Mexico border.

The Heart of Experience documentary film – Produced with UTPA Honors Program and the Office of International Programs documenting the transformative effect studying abroad has upon students.

Dead Letter dramatic film – Produced with TRiO Program addressing serious social issues that affect teens regarding education, teen pregnancy, drug and alcohol abuse and domestic violence.

Del Cazo – Health series on healthy cooking to fight diabetes

Birding the World – Produced pilot for global birding series

Executive Producer *Going Nowhere* dramatic film – College for Texans trigger film addressing peer pressure, education and identifying support people to be used in junior and high schools around the State of Texas.

Grant writer/ Producer for *Remote Area Medical (RAM) Challenge*, travel-adventure documentary

Producer *Opera by the Bay 2001 Festival* Sausalito, CA for Marin County Foundation

Produced/Directed/Edited *Sausalito and Alluring Getaways* travel video, CA

Produced/Directed/Edited *The Healing Journey*, 88-minute documentary

Produced/Directed/Edited *Caught By A Midwife: natural childbirth option* documentary

Post-Production Supervisor *America's Castles* (series) for A&E

Associate Producer *November Warriors* (mini-series) for The History Channel

Associate Producer *Empires of Industry* (mini-series) for The History Channel

Production Manager *Mighty Mississippi* documentary the History Channel

Producer/Director/Editor of *Celebrating Knoxville* Magazine/entertainment program for WVLT Volunteer TV

Associate Producer and editor for documentary film *El Nino* for the University of Texas

Associate Producer of the University of Texas *NAFTA Conference* production

PUBLICATIONS:

Columnist for the *Rio Grande Valley Woman* magazine.(2006)

Columnist for the regional newspaper *The Monitor* providing a weekly business article in the Valley Jobs section. (2003-05)

Author of two chapters published in the ***University of Texas' Communication Technology Update*** Textbook, (1994) "Cellularphony" and "Videoconferencing" (1994)

PROFESSIONAL FELLOWSHIPS AWARDS:

2007 U.S. Professional Development Fellowship for INPUT 2007 – One of 10 Producers chosen as a U.S. Delegate, awarded by the Corporation of Public Broadcasting (CPB) - Lugano, Switzerland

2007 Meritorious Award for the Division of External Affairs The The University of Texas-Pan American

2006 AFI (American Film Institute)/CPB (Corporation of Public Broadcasting) Digital Content Lab Fellowship – Worked on interactive Television with Zodiac Gaming in NYC for the “TOYO” project

2005 U.S. Professional Development Fellowship for INPUT conference awarded by The Corporation of Public Broadcasting

**COMMITTEES and
SPECIAL
PROJECTS:**

“College for Texans” review committee to evaluate UTPA’s role in the State of Texas’ education initiative and student recruitment to higher education – appointed by Dr. John Edwards, Vice President of Enrollment and Student Services in 2003. As a result of serving on the committee created the “Going Nowhere” film project and Student Internship Program in the Office of University Relations in 2004

Texas Business Education Coalition (member) a committee that recognizes the Honor Roll School of South Texas – responsible for publicity and television coverage. – appointed Dr. John Edwards, Vice President of Enrollment and Student Services

Women’s Athletic Fundraising (WAF) committee member - The University of Texas-Pan American Women's Athletics Fundraisers (WAF) encouraged faculty and staff to help raise funds for the new Fifth Year Student-Athlete Scholarship. The scholarship program helps student-athletes complete their education during their fifth year at UTPA.

Wellness Taskforce Committee Member – the task force of students, staff, and faculty, researched and proposed the construction of the (\$23 million) UTPA Wellness Recreation Center

Chair - Wellness Taskforce Subcommittee – Authored and was Role Manager/Point of Contact a *TXDoT Enhancement Funds* grant for the building of a campus-wide hike and bike trail, The trail is intended to (1) improve quality of living, (2) create alternative transportation choices, (3) increase wellness and fitness opportunities, (4) beautify the area with landscaping and pocket parks, (5) provide a trail portion that bridges/ connects to City of Edinburg trail and be apart of a larger trail system (6) reduce vehicle traffic and traffic accidents (7) separate pedestrian and bicycle traffic from vehicle traffic (this grant effort rolled into and became the bigger \$4.2

Chair of MMIB 2007 appointed by Dr. David Sturges, associate professor - The University of Texas-Pan American's Department of Management, Marketing and International Business (MMIB) formed an advisory group of University and community leaders to provide effective liaison between the professional community of the Rio Grande Valley and the University's MMIB department. The MMIB advisory group's role is to facilitate and support all areas of the MMIB department including the creation of quality educational programs, the dissemination of leading-edge research and the optimization of services between the business community and the University.

Chair of Staff Senate 2005/06 - The Staff Senate is a representative body through which eligible staff members may make recommendations to the President relative to interests, concerns, and issues that affect the staff of the University. The Senate may make recommendations on general policies but does not act on individual issues. The Senate shall endeavor to keep staff members informed about issues and activities affecting them and, in turn, keep the President advised of staff needs and interests.

Milestones for Peace, international art exhibit, committee member – responsible for promotions and publicity for this exhibit on display at UTPA Oct. 2004 to Jan. 2005 – appointed by Dr. John Edwards, Vice Presents of Enrollment and Student Services

Celebration of a Legacy committee member honoring 23 years service of former UTPA president, Dr. Miguel Nevárez – responsible for production of brochure, promotions, and publicity – appointed by Dr. John Edwards, Vice President of Enrollment and Student Services in 2004

UTPA COMMUNITY SERVICE:

Much of my grant writing work, for initiatives outside my job area, were voluntarily given for campus community service activities.

Organized a women's business suit and professional clothing drive for two years at UTPA to help Mujeres Unidas (Women Together) an organization that provides shelter and programs for women, men and children who are victims of domestic violence and sexual assault.

Organized a **Women's Welcome Group** (WWG) at UTPA to help women new to the University community connect and created friendships from all departments on campus. The monthly gatherings were to encourage peer-to-peer collaborations and sharing of information that would aid in the cohesiveness of the University and support community outreach. The organization was approved (and occasionally attended) by Dr. Cardenas, president. The WWG was responsible for the annual clothing drive for Mujeres Unidas.

Grant writing – RFP Point of Contact for grants and funding acquisitions in excess of \$7.2 million dollars. – Appointed by senior administration leaders.

Built and managed grant for the *UTPA Indigenous Wildscape Garden*, and *Garden Gala*

**FORMER
ASSOCIATION &
AFFILIATIONS:**

Former Officer of Board of Directors, for the RGV Educational Broadcasting KMBH-TV60 PBS affiliate, Harlingen, TX – **Appointed by Dr. Blandinas Cardenas, UTPA president to serve on her behalf**

Former Officer of the Board of Directors (and founding board member) of the Texas Motion Picture Alliance - South Texas Regional Representative. Co-authored the Organization's *By-Laws* with Austin Representative, Steve Belsky.

The Texas Motion Picture Alliance is a statewide all-volunteer non-profit industry advocacy organization for film, TV, commercial and video game makers. It leads the charge for increased and improved production incentives legislation to grow the creative industries in Texas and keep the state competitive with other states.

Former Officer of Board of Directors RGV Film Commission

2009 Judging Chairperson for the Student News category Chicago Midwest Regional EMMY® Awards

2005/07 Chair Staff Senate for The University of Texas-Pan American

2005 Judging Chairperson for the Mid-Atlantic EMMY® (*Youth Programming*)

2004 Chair of the Marketing, Management & International Business Advisory Group (MMIBAG) at UTPA

2003-06 Student Graduate Senator, Student Government Association (SGA)

2004-05 Member of the Organization of Women Executives

2000 Board of Directors for the Knoxville Opera Guild

2000 Judging Chairperson for New York Festival Awards® (*Entertainment*)

1999 Judging Chairperson for South East Regional EMMY® (*Entertainment*)

1999 Board of Directors Knoxville Opera

EDUCATION:

Master of Business Administration emphasis on Marketing -The University of Texas-Pan American (18hrs) – Authored *M.O.R.E. McAllen Branding Strategic Plan*

Masters of Fine Arts in Creative Writing from The University of Texas-Pan American (18hrs) consecutively enrolled during MBA

American Film Institute *Digital Content Design* Fellowship – Hollywood, CA

Master of Arts in Film/Theatre Management (emphasis on Film) from The University of Texas-Pan American (graduated 2007)

“Descartes Folly” Screenplay

Sir Tom Stoppard’s play “*Arcadia*” – Dramaturg and Director of the stage play “*Arcadia*” at Jeffers Theater, UTPA 2007 -Thesis

Bachelor of Science in Radio, Television, and Film Production from the University of Texas at Austin (graduated 1994)

**SCHOLARSHIPS
AWARDS/HONORS:**

2010 Sigma Tau Delta International English Honor Society

2010 Sjoerd Steunebrink Endowment Recipient

2009 Ford/EEOC Endowed Scholarship Recipient

2009 Phi Kappa Phi Honor Society

2008 COBA The Great Business Idea Contest 2nd place Winner

2007 The National Scholars Honor Society

2007 UTPA Excellence Scholarship Recipient

2007 Golden Key International Honor Society

2006 CLASE/Coors Light Academic Success in Education Award Recipient

2005 Lone Starr EMMY Scholarship - Graduate Student Recipient

PROFESSIONAL

DEVELOPMENT

WORKSHOPS:

(2012) Certificate of Completion in **Gamification**, by Dr. Kevin Warbach at The Wharton School at the University of Pennsylvania

Public Television Major Giving Initiative Workshop, Atlanta, GA (2006)

Grant writing and development, The University of Texas-Pan American (2004,05)

Promotions and editing workshop, Austin, TX (2004)

Grant Writing and Development training - Knoxville, TN (2001)

Promotions and Image training - Lexington, KY (1999)

Promotions and Image training – Atlanta, GA (1999)

ORGANIZATIONAL
MEMBERSHIPS:

American Marketing Association (AMA)

American Association of University Women (AAUW)

National Academy of Television Arts Sciences (NATAS)

International Television Association (ITVA)

Association of Independent Video and Filmmakers (AIVF)

Video Association of Dallas

Former member of Board of Directors for Texas Motion Picture Alliance (TXMPA) Southwest Regional Representative (2 years) Co-Authored Organizational By-laws with Steve Belsky (Austin Rep)

Former Officer, Board of Directors for the RGV Educational Broadcasting KMBH-TV60 PBS affiliate, Harlingen, TX

Former Officer of the Board of the RGV Film Commission

Former member Board of Directors Knoxville Opera Guild

AWARDS:

2011 Gold ADDY Award - "Bucky Challenge" iPad Game

2011 W3 Award for www.ReeltoRed.com website

2010 WEBBY© People's Voice Award for www.ReeltoRed.com

2010 Telly Award for the "Who Knew?" Online Commercial series

2009 Lone Star EMMY "The Heart of Experience"

2009 Communicator Award "The Heart of Experience"

2007 Lone Star EMMY "Dead Letter"

2007 Ava Awards Platinum "Dead Letter"

2007 Lone Star EMMY nomination "UTPA Today Show"

2007 Ava Awards Gold "UTPA Today Show"

2007 Aurora Awards Platinum "Dead Letter"

2007 McAllen Film Festival Audience Awards Best Film "Dead Letter"

2007 Videographer Awards Award of Excellence "Dead Letter"

2006 The Aurora Award Gold "Going Nowhere"

2006 The Communicator Award of Distinction "Going Nowhere"

2005 Lone Star EMMY© Nominee "Going Nowhere"

2005 Telly Award© Finalist "Going Nowhere"

2002 Telly Award© Finalist "Caught By A Midwife"

2002 New York Independent Film Festival "The Healing Journey" (International Competition)

2001 New York Festival finalist "The Healing Journey" (International Competition)

2001 Vision Award Finalist "Caught By A Midwife"
2001 Vision Award Finalist "Beyond the Golden Gate"
2001 The Communicator Awards - Award of Distinction "Caught By A Midwife"
(International Competition)
2001 The Communicator Awards Honorable Mention "Beyond the Golden Gate"
(International Competition)
2001 AXIEM Award® "The Healing Journey" (National Competition)
2001 Jade Award® "The Healing Journey" (National Competition)
2001 Telly Award® "The Healing Journey" (National Competition)
2000 AXIEM® Award (National Competition) "Celebrating Knoxville"
1999 South East Regional EMMY® "Celebrating Knoxville"
1999 Platinum Aurora® Award (National Competition) "Celebrating Knoxville"
1999 Society of Professional Journalist, Golden Press Card Competition,
Award of Merit
1999 ADDY® for WVLT-TV, Knoxville Zoo Commercial
1998 ADDY® for WVLT –TV, Station Promotion

FILM SCRIPTS:

Author, "Borderlands" (2009) short dramatic screenplay
Author, "Dead Letter" (2006) short dramatic screenplay
Author, "Going Nowhere" (2005) script for College for Texans
Author, "Descartes' Folly" movie screenplay, (2004)

SCREENPLAY

COMPETITIONS:

2006 Brass Brad Screenplay Finalist (NY)
2005 Assoc.of Independent Video & Film Screenwriter Finalist (NY)

REFERENCES:

Dr. Andreas Holzenburg, FRMS

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