

**Bart Woodward**  
**301/469-9700**  
[bart@woodwardproductions.com](mailto:bart@woodwardproductions.com)

### **Summary of Qualifications:**

- 30 years experience creating results-oriented video, multi-media, web and print products for commercial, non-profit and Federal sector customers.
- Proven track record of leading and managing creative and administrative personnel.
- Excellent writing skills to propose and execute projects; excellent verbal skills to meet and exceed expectations of a diverse base of senior executives.
- Demonstrated ability to write and produce clear, concise, and compelling video and multi-media productions resulting in high returns on investment.
- Bottom Line: A balanced mixture of left brain (process, budget, timeline) and right brain (creative, innovative) yields a quality product and favorable ROI. Result? Satisfied customers.

### **Experience:**

#### **October 2010 – Present: Owner, Woodward Productions, Bethesda, MD**

Write and produce broadcast, non-broadcast, and multi-media productions.

#### **August 2000 – September 2010: Executive Producer, Maguire/Reeder, Ltd., Alexandria, VA**

Wrote and produced and supervised hundreds of broadcast and non-broadcast video and multi-media presentations for a variety of commercial, non-profit and Federal customers. Managed M/R employees and directed approximately 150 vendors in every area of video and multi-media production.

#### *ROI Examples:*

- **Recruitment:** Created a multi-media campaign for the US Army's Functional Area 57 corps of officers. Goal: To recruit new 100 officers. Result: Over 300 applied.
- **Internal Communications:** Provided creative direction for a series of videos, and subsequent website for the US Army's Chief of Staff. Result: Winning the national Webby Award that year was cool. Learning that the website had generated 325,000 hits in less than 6 months was even better.
- **Internal Communications:** Created a video for DoD to help explain the highly complex concept of Net Centricity to internal audiences, including those who had recently joined the agency. Developed a concept that employed – Tinker toys. Result: Awarded first place in the Communicator national scriptwriting competition.
- **Fundraising:** Crafted a *pro bono* video for the Leukemia & Lymphoma Society which was shown at their annual fund raising event. Result? This non-profit raised \$3.2 million dollars in one night, the largest single fund raising event in Washington DC history.
- **Training:** Created a series of interactive training videos, eliminating the need for live training, saving the client approximately \$90,000 annually.

#### *Responsibilities:*

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- **Management:** Provided customers with concepts, budgeting, timeline and management recommendations to the customer;
- **Creative:** Developed creative treatments, based on project plans;
- **Execution:** Assigned and directed personnel and allocated resources to execute the approach, within the constraints of customer's budget and timeline;
- **Delivery:** Supervised content and timely delivery of the customer's product, and ensured goals were met.

**October 1990 - July 2000: Owner  
Woodward Productions, Bethesda, MD**

Wrote and produced broadcast, non-broadcast, and multi-media productions for Federal and commercial clients, managing a Washington DC freelance talent pool of approximately 100 people.

*ROI Examples:*

- **Training:** Created a video for the Defense Mapping Agency, about 15 years ago. Result? Since then, they became NIMA, then NGIA. But, they're still showing the same video to their employees.
- **Recruitment:** Created a video for Clemson University, then tested it after distribution, divided among those who received the video and those who did not. Result? 1,000 of those who received the video applied, vs. those who did not.

**August 1985 - September 1990: Creative Director  
Info-Disc Corporation, Gaithersburg, MD**

Wrote and produced video productions for Federal, higher education and commercial clients. Managed the first interactive delivery mechanism of these productions via Pioneer Corporation's "Laser Disc", the precursor to the DVD.

**June 1980 - July 1985: Creative Director  
Jim Ricca and Associates Advertising, Arlington, VA**

Created commercial campaigns (print, radio and television) and managed the agency's employees to deliver effective advertising campaigns, on time and within budget.

*ROI Example:*

**Commercial:** Wrote and produced a :30 TV spot for a local radio station. Result? The station went from #17 to #1 in 6 months.

**May 1976 - June 1980: Copywriter / Producer  
Denniberg Advertising, Washington DC**

Wrote and produced radio and television commercials for local and regional clients.

**Education:**

- 1975, Case Western Reserve University , Cleveland, OH
- BA – Political Science (Cum Laude)

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### **Awards and Honors:**

Recipient of over 200 national video and web awards (many first place), including 2 *Emmy* nominations, plus: *Axiem* | *AMR* | *Cindy* | *CINE* | *Communicator* | *Davy* | *Houston International Film Festival* | *International Film and Video Festival* | *Peer* | *Summit Creative* | *Telly* | *Videographer* | *Vision* | *Webby* | in the categories of: Internal Communication, External Communication, Recruitment, Fundraising, Commercial, and the more specific categories of scriptwriting and editing.

### **Representative Clients:**

**Government:** Departments of: *Agriculture* | *Defense (and) US Army, US Navy, Institute for Defense Analyses* | *Health & Human Services* | *Homeland Security (and) US Coast Guard* | *State* | *Transportation* | *Treasury* | *Veterans Affairs* | *CIA* | *Library of Congress*

**Associations:** *American Dental Association* | *American Gastroenterology Association* | *American Institute of Architects* | *American Society of Mechanical Engineers* | *Association of Computing Machinery* | *Institute of Electrical & Electronics Engineers* | *National Society of Professional Engineers* | *Synthetic Organic Chemical Manufacturers Association* | *Packaging Foundation*

**Non-Profit:** *US Army Museum* | *Chesapeake Bay Maritime Museum* | *City of Alexandria, Virginia* | *Columbia Lighthouse for the Blind* | *Foundation for Interior Design* | *Inova Health Systems* | *Leukemia & Lymphoma Society, DC Chapter* | *US Marine Museum* | *National Children's Museum* | *National Science Foundation* | *Pan American Health Organization* | *The Waterfowl Festival*

**Corporate:** *Accenture* | *Alion Science & Technology* | *BAE Systems* | *BioWhitaker* | *Boeing* | *Booz, Allen & Hamilton* | *Calvert Group* | *International Computer Networks* | *Litigation Communications* | *Marriott* | *MPRI* | *Quadrel Services* | *PriceWaterhouseCoopers* | *SAIC* | *Sandy Spring National Bank* | *Washington Mortgage Financial Group* | *Xerox*

**Education:** *Barnard College* | *Boston University* | *Case Western Reserve University* | *Clemson University* | *Drexel University* | *George Washington University* | *Howard University* | *University of Houston* | *Williams College* | *Association of American Colleges* | *Educational Testing Service* | *National School Board Association*

### **Security Clearance:**

Secret. (But that's all I'm going to say.)