

RESUME

WalterHigh

Writer/Producer/Communications Consultant

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Since 1987: WalterHigh, dba Walter High Productions, has combined strong business and marketing experience with creative writing talents in producing and directing extensive marketing communications, advertising, and development work for print, radio, film, video, and the Web.

Material produced includes:

- * 800+ web pages covering business, medical, and academic content.
- * 700+ nationally-broadcast radio segments on business and management practices and theory.
- * 600+ trailers/promos/electronic press kits for feature films and home video programming.
- * 100+ print ads/collateral sales pieces for both trade and consumer campaigns.
- * 100+ product packaging covers for consumer products.
- * 10+ television commercials, some of which were directed as well as written and produced.
- * Direct mail concept and copy for profit and nonprofit organizational mailings.

Clients for which material has been produced include:

Harvard Business School Publishing, IBM, PBS, Senators Paul Tsongas/Warren Rudman, AT&T, Mass General Hospital Institute of Health Professions, Columbia Tristar, Paramount Pictures, New Line Cinema, WarnerBros., MCA/Universal, NFL Films, Sega, GameTek, Fisher Price, Eldon Office Products, Choice Hotels, Tampa Children's Hospital, American Lung Association, Paradigm Capital Advisors, Harbor Bank, Joe's American Bar & Grill, KFC, SuperMall, and many more.

Other occupations/interests:

Script Doctor: *Partners Of The Heart* aired on PBS's *American Experience* February '03.

Screenwriting: Author of 7 screenplays that have received the following awards/accolades: Nicholl Fellowships sponsored by the Motion Picture Academy Foundation - '98 Semi-Finalist & '99 Quarter-Finalist; Top Dog! sponsored by Top Dog Productions - '98 Winner; Chesterfield Film Writer's Film Project sponsored by Universal Pictures & Amblin Entertainment. - '94 & '95 Semi-Finalist; Diane Thomas Awards sponsored by Amblin Ent. & UCLA - '91 Top-10 Finalist.

Fiction Writing: Author of 69,500 word children's adventure novel.

Editor/Post Production Supervisor - versed in the Avid, Final Cut Pro, and on-line editing systems.

Graphics/Special Effects Supervisor - versed in CG and motion control effects.

Software/Computer languages - Mac, CSPhotoshop, CSGlobalive, MS Office, HTML, Javascript, CSS.

Previous Lives:

- 11/85-6/87- **Director Account Services/Senior Copywriter** - The Mednick Group, an LA based Graphic Design/Advertising Firm. Acted as client liaison, project supervisor, and creative consultant for 60% of client base while heading-up all copywriting and video production activities for the firm.
- 5/83-9/85 - **Vice President Marketing and Sales** - The Business Library Corp., a \$5 million, Silicon Valley Software Firm. Duties included creation, supervision and management of all facets of national product releases, including product packaging, sales and training materials, in-store merchandising, advertising, public relations, and in-house personnel administration for a DOS based accounting and management software designed for the PC. Product line was sold through BusinessLand, Entre Computer Centers, IBM Product Centers, ComputerLand, and independent retailers through the US.
- 9/79-4/83 - **Western Region Marketing Manager** - Westvaco Corporation, USEnvelope division, Los Angeles. Nation's largest envelope manufacturer. Duties included implementation, marketing, and management of computerized product management system within full service printing and manufacturing facility annualizing \$36 million in sales.

Education: '85-'93 - Numerous writing, graphic design, and music courses - UCLA, Los Angeles, CA
'79 - Bachelors Degree - Double Major: Economics/Studio Art - Bucknell University, Lewisburg, PA
'75 - High School Diploma - Deerfield Academy, Deerfield, MA