

PAUL  
LEONE

1771 Lake Rd  
Webster, NY 14580  
[Paul@PaulLeone.tv](mailto:Paul@PaulLeone.tv)  
<http://paulleone.tv/>



**Independent** Rochester, NY

Producer | Director | Editor | Marketing & Advertising  
[www.PaulLeone.tv](http://www.PaulLeone.tv)

Using my extensive background in video production and advertising/marketing, from corporate to broadcast, I am now working towards offering agency style solutions to anyone in need of high quality production, without the huge costs of getting their projects done! I have experience in creating full-blown branding campaigns, which includes social media, online video campaigns, print, VNR's and DNR's as well as traditional broadcast and non-broadcast media solutions.

**Recent Broadcast Work Include:**

- **MLB.com**, **WEtv**, **Single in Atlanta** reality series, **Disney XD** promos for **Aaron Stone** series as well as trailer and promotions for the movie **Skyscrapers**. **History Channel** **Deep Sea Detectives**, **SpikeTV** series **MotoWorld**, **Outdoor Life Network**, **Wal-Mart Great Outdoors**.



**Studios 121** Fort Worth, TX

Executive Producer | VP of Production

Responsible for 43,000 square feet of studio space, 4 off-line/on-line edit suites, and a staff of 10. Responsibilities include, annual budgeting for the production department, profit and loss of the department, script writing, directing live events, creation of new programming both locally and nationally, and oversee entire production department to ensure quality and growth. I also oversaw our live uplink business for weekly live shots with various networks including CNN, Fox News, HLN, Fox Business and many others.



**Glint Advertising and Design** Dallas-Fort Worth | Rochester

Contractor | Director | Executive Producer | AE

As Director/Executive Producer my responsibilities include working with businesses to establish brand recognition and grow awareness of products and/or services in the marketplace. I have experience in creating full-blown branding campaigns, which includes social media, online video campaigns, print, VNR's and DNR's and traditional broadcast and non-broadcast media solutions.

Specialties: Non-profit organizations including health care, technology/software businesses, senior services, and video production both traditional and non-traditional



**Farmers' Almanac TV** Savannah, Ga.  
Supervising Producer | Creative Director | Writer

I served as Supervising Producer and Director for a weekly television series on Public Television and PBS. My job was to oversee all producers, editing staff, and graphics personnel for overall creative and future development. Field Produce for all FATV productions as well as directing host shoots. Responsible for budgeting, development and scheduling for all FATV series.



**O'Keefe Communications** Washington DC  
Senior Editor | Producer

Directly responsible for two on-line and off-line edit suites serving corporate clients including Fannie Mae, US Postal Service, and the Food and Marketing Institute. Other responsibilities include: Live event production and directing, field producing, script writing, and budgeting.



**National Association of Home Builders** Washington DC  
Director of Production

Primarily responsible for the video taping and On-line and Off-line editing of two television series; Dream Builders and Old Homes Restored produced exclusively for HGTV. Also assisted in generating story ideas for the shows, worked closely with producers on creative content and worked with talent and freelance crews for on location filming.



**National Baseball Hall of Fame and Museum** Cooperstown, NY  
Multi-Media Producer

Directly Responsible for all facets of audiovisual filming, editing and programming for the museum including: Development of exhibit videos, commercials, short documentaries, and Hall of Fame induction home videos. Also responsible to shoot and off-line edit video segments for ESPN, Major League Baseball Productions, ABC, NBC, CBS, and major league teams for use in their in game entertainment. Produce biographies for Hall-of-Famers past and present. Oversee summer intern program and work with local High School students interested in video production.

## **EDUCATION:**

Nazareth College, Rochester, New York  
Bachelor of Arts Degree - English

St. John Fisher College, Rochester, New York  
Studied Broadcast Journalism | Communications

Currently studying for my Cicerone Certification (Beer Expert)

Recommendations: <http://paulleone.tv/recommendations/>