

# Harold White

Marketing • Multimedia • Video • Creative Services • Training

904.614.1119



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haroldwwhite.com



## Professional Profile

Seasoned communications professional with a comprehensive background managing highly effective marketing, communications and training activities that support key engagement objectives.

## Expertise

Marketing collateral production

Video production & editing

Adobe Creative Suite

Presentations & Trade Shows

Training Development & Delivery

Self-motivated professional

Minimal supervision required

Excellent interpersonal skills

Embraces teamwork & collaboration

Budgeting

Team Leadership

Project Planning

Improving Efficiency

Business Systems

Resource Management

## Professional Value Offered

### Marketing, Video Production & Communications:

- Coordinated overall sales & marketing and training activities of company; directing 10-member sales & tech support staff and managing 40-60 house accounts and six external manufacturer's representative teams. Resolve customer issues and direct customer service and support programs.
- Produced marketing materials, collateral materials and training for clients including multiple video/multimedia productions. Led company participation in 30+ trade shows over 7 years, including providing booth visitors with product information and training and development of special promotions.
- Promoted from Marketing Manager to Director of Sales & Marketing after 18 months. Later promoted to VP of Business Development and Marketing. Developed and implemented sales and marketing plan which resulted in growth of 115% in five months. Maintained regional and national media and advertising relationships.
- 25 years of video production and live television/streaming experience. Proven capability from concept development/preproduction to production/post-production and delivery of final program.
- Led volunteer communications team during capital campaign raising more than \$650,000 in less than 120 days. Included planning and executing special events and activities.
- Develop marketing materials for the National Scouting Museum. Produce social media content for the NMS and gift shop. Recruit, coordinate and train docents to serve the NSM during summer season. Develop Brick 2.0 program to raise money for the Museum and its programs.

### Operations & Project Management:

- Developed and implemented international direct mail campaign. Deliverables included: request letter, return device, envelope and incentive premium (cast metal key chain.) Mailed to 100,000 addresses, raising nearly \$5 million in donations.
- Facilitator for clients with third-party providers (agencies and developers) to create and implement effective advertising, websites and social media sites.
- Led new product development and new product introduction programs - Served as Program Manager for SBIR project in close collaboration with US Army.

### Training:

- Revamped new hire training program for two companies. Developed materials and lessons to support these programs and on-going training needs of both businesses.
- Met with clients to help determine their training needs and the most effective solution to meet their training goals. Trained staff and volunteers in video production techniques and the operation of their equipment.
- More than 10 years of experience developing and delivering leadership training to youth and adults in a variety of indoor and outdoor environments.

## Education

BACHELOR OF SCIENCE

Comprehensive Broadcasting

University of Wyoming

ASSOCIATES OF APPLIED SCIENCE

Technical Theater

Laramie County Community College

GRADUATE STUDENT

MA Broadcast Production

Eastern New Mexico University

## Certifications

John Maxwell Certified  
Trainer, Coach and Speaker

New Mexico SAR Level 1

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## Professional Development

Conflict Management  
Team Development  
Diversity & Inclusiveness  
Leading Change  
Problem Solving  
Trainer's EDGE  
Sales & Marketing  
Time Management  
Program Management  
Project Planning & Management  
Quality Assurance Inspector  
Advanced Product & Quality  
Planning (APQP)  
ISO 9001:2008

## Work History

- Boy Scouts of America, Philmont Scout Ranch • 2018 - Present, Seasonal – National Scouting Museum, Logistics & Food Service
- Harold White Media Services, Jacksonville, Florida • 1987 – Present, Owner
- Tarheel Productions LLC, Jacksonville, Florida • 2013 – Present, Managing Member
- KTAO – Taos Communications Corp. • 2018 – 2019, Business Development/Engineering.
- Sy-Klone International. Inc., Jacksonville, Florida • 2001 – 2011 Executive Management, Sales & Marketing Management and Manufacturing Management

### OTHER PROFESSIONAL OPPORTUNITIES

OWNER/PRODUCER (Creative Communications Solutions Group, LLC)  
PRODUCTION MANAGER (Media Products, Inc.),  
VIDEO COORDINATOR (Fresno State Athletic Corp.),  
SENIOR PRODUCER/DIRECTOR (MediaOne),  
PRODUCTION MANAGER (Crown Images),  
LEGISLATIVE INTERN (Governor's Office State of Wyoming),  
PRODUCER/DIRECTOR (University of Wyoming Television)

### MILITARY SERVICE

Wyoming Army National Guard • 1987-1991 • Public Affairs Officer (Broadcast Section)  
U.S. Army • 1985-1986 • Heavy Anti-armor Specialist, 10th Mountain Division

## LinkedIn Recommendations

“Harold's work ethic is unmatched. He is among the most reliable, hard working, and creative people I know. I have over 20 years experience in higher education, and Harold's presentation skills are on par with university faculty members teaching at the graduate and professional levels. His computer and graphic arts skills are impressive, and all examples I've seen of his video products are superb.”

- Wayne McCormack, PhD  
Professor  
University of Florida

“Harold has accomplished a variety of tasks for me with little or no supervision. He has completed many projects with professionalism and in a timely manner. He is diligent, organized, versatile and knowledgeable. When challenged with a new concept, Harold confronts it with confidence. He is respected and heavily relied upon.”

- Carl VanOrmer,  
Sales/Design Engineer  
Midtown Video

“Harold supervised me at Sy-Klone International. I found him to be organized, good at getting people to focus on projects and work together as a team. I always found him positive and pleasant to be around. I would hire Harold in a minute.”

- John Simmons  
Sy-Klone International

“Many claim quality of work and attention to detail, but Harold delivers. Overall, very good working experiences!”

- Dave Anthony  
Dave Anthony Custom Voicing