

Alexander R. F. Vishno

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VIDEO PRODUCER & EDITOR / EVENT PRODUCER / MARKETING DIRECTOR

Career encompasses high-end product launch experiences, corporate sponsorships and corporate branding. Experienced at managing logistics on an international scale, as well as producing video to video production for small and large businesses alike.

Corporate Client Experience Includes: *Innosight Consulting, The City of New Haven, HP, KPMG, Sand Hill Venture Capital, Anheuser Busch, Boeing & more.* **Artist Experience Includes:** *Michael Jackson, Alicia Keys, Mya, Mary J. Blige, Ray Charles, Usher, Jennifer Hudson, James Ingram & more.* **Music Projects Include:** Sony, Universal, EMI/Warner and Roc Nation.

- A creative strategist with an entrepreneurial spirit who brings the company's / client's goals to life and creates a memorable, innovative video and or live event experience within budget parameters.
- Takes a 360-degree role. Uniquely combines extensive hands-on production skills, leadership, operations and logistics, a business mindset, marketing and artistic abilities with a larger perspective on the project.
- Highly skilled at interfacing with clients, troubleshooting complex issues on site and delivering solutions.
- Has worked on large scale live, TV and online events. Caters to the needs of senior executives and sponsors.
- Video producer, handling all aspects of production from camera operation, to lighting, to editing, to distribution for a wide variety of clients.

**Creative and Business Background | Experience Negotiating Union Labor Agreements and Production Contracts
Program Reporting | Projects Financial Performance | Initiates and Implements Profitable Ideas
Sponsorship Activation | P&L Responsibility | Strategic Partnerships | Marketing Strategy**

A2VMEDIA | Boston and NYC

2011 – Present

Video & Event Production

Produces corporate videos, and experiential marketing events.

- Corporate & creative video production & editing for a wide variety of content including impact stories, business marketing videos, training videos, interviews, documentaries, gala premieres, music videos and more.
- Live event experience for a diverse client base including The City of New Haven, The Royal Prince of Bahrain, Innosight Consulting, Anheuser Busch/Ab Inbev, THINKstrategies, Brand Innovators and others.
- Determines client's strategic goals for the video and or event; advises on leveraging production capabilities within budget constraints to execute an impactful product.
- Takes a hands-on approach. Forecasts and analyzes budgets, ROI and managed funds for all productions. Sources vendors; negotiates production contracts and union labor agreements.
- Crafting the messaging, editing storylines, building teams, and executing productions on time and on budget.

PERFORMING ARTS CENTER OF CONNECTICUT, LLC | Fairfield County, CT

2015 – 2017

Executive Director / Owner

Identified the opportunity to acquire a struggling operation with potential. Managed a team of 25 including customer relations, marketing and event production employees.

- Led the acquisition analysis, negotiation, purchase and ultimate sale of the arts center.
- Improved profitability by restructuring, renegotiating expenses and aligning programming for the venue based on market demand. Monitored and forecast cash flow relative to annual budget.
- Increased brand awareness through strategic marketing initiatives in the community.

MWM VENTURES | NYC

2010 – 2011

Producer and International Marketing Director

Produced international concert events and designed product launches in emerging markets including Bahrain, UAE, and Saudi Arabia. International partners in the telecom industry included Batelco, Du, Mobily, and Etisalat. Music partners included Sony, Universal, EMI/Warner and Roc Nation.

- Directed all aspects of a star-studded 3-hour international concert at the Ritz Carlton in Manama, Bahrain to promote the launch of a digital music distribution company.
- Developed and executed international marketing strategy to extend the brand through strategic partnerships with regional telecom corporations.
- Maximized international marketing ROI through forecasting and securing funding through partnerships.

ALWAYSON MEDIA NETWORK | Boston and San Francisco

2009 – 2010

Producer

Hired to produce large-scale business conferences, elevating production quality while improving profitability. Strategically incorporated corporate sponsors into the production and oversaw the operations at all events.

- One month into the role, produced a significant business conference. Negotiated contracts by leveraging multiple vendors and negotiated with labor unions, incorporated corporate sponsorships, hired and trained an on-site team.
- Reduced expenses by \$300K to \$500K annually by producing the events in house; negotiated with vendors.
- Took the initiative to produce videos as digital media marketing collateral to promote the events. Leveraged music production background to quickly learn the technology.
- Expanded product line of live events by suggesting and implementing a pre-show CEO Bootcamp sponsored by HP, KPMG, Sand Hill Rd Venture Capital and others. Developed the accompanying messaging to influence attendance.

HYPSONIC, LLC | Greenwich, CT and Nassau, The Bahamas

2005 – 2007

Producer, Owner and Investor Relations

Combined music production experience with business skills and savvy to manage this venture-backed startup.

- Managed the diverse needs of investors, focused on ROI, budgeting and P&L with the artists' creative license.
- Delivered presentations to investors detailing the business case for additional funding for quality equipment and talent.
- Ran two recording studios, composed and produced pop music and collaborated with multiple musicians and artists.

TAPEWORKS, LLC | Hartford, CT

2004 – 2005

Producer – Commercial Consultation and Creation

Worked closely with advertising agencies to develop, produce compelling and engaging radio spots (advertising) to drive sales.

MICHAEL JACKSON 30TH ANNIVERSARY SPECIAL AND MIRACLE ON 34TH STREET CONCERTS | NYC

2001 – 2004

Assistant Music Director

Built the foundation of a large-scale music and event production career at live concerts televised from Madison Square Garden.

- Gained world-class experience in music direction, lighting, audio, and pyrotechnics from leaders in the field.
- Rehearsed the orchestra and wrote musical scores for celebrity performers including Michael Jackson, Usher, Alicia Keys, Mya, Mary J. Blige and others.

EDUCATION**MBA, Babson, F.W. Olin Graduate School of Business, Wellesley, MA**

Master of Business Administration, 2009

MFA, California Institute of the Arts, Valencia, CA

Master of Fine Arts, 2004

BA Music, Berklee College of Music, Boston, MA

Bachelor of Music, 2001

TECHNICAL EXPERTISE

Proficient in business analysis, production, and presentation, audio production and video production software.

- Microsoft Excel for discounted cash flow modeling, forecasting and budgeting. PowerPoint for business cases.
- Audio production software and hardware: Logic, Pro Tools, Ableton Live, Digital Performer, Waves, audio consoles, recording studios, PA systems etc.

- Video pre-post production software and equipment: Final Cut Pro, Motion Graphics, Compressor, various camera equipment and lighting design.
- AV Event production systems including video switching, wireless audio, lighting, communication systems etc.