



S. JOSEPH GERGES

Clearwater, FL

Cell: 407-625-1400

Email- joe70palazzo@gmail.com

My goal in any production medium is to always serve, to help others achieve their purpose and together we all achieve our goal, which is to produce the best and finest content available in the marketplace. Working together in a mastermind alliance for the greater good of any project, has and will continue to be my sole purpose. I enjoy all aspects of development and production, from concept to completion. I thrive in an environment of creatives and I am always fascinated and humbled by those around me who enjoy the journey as well as the finished product. 22+ years of management experience supervising creative and video production teams.

EXPERIENCE:

Nile Studios

DIRECTOR OF OPERATIONS– PRODUCER

2016 – 2024

I have been able to work in the following positions throughout my tenure with the company. I was able to demonstrate my abilities in each position and accelerate to a higher role and always achieved my goal(s).

Adhering to Principles & Values: Upheld ethics and responsibilities; demonstrated integrity; promoted and defended equal opportunities, builds diverse teams; encouraged organizational and individual responsibility.

Oversee staff and team management: Provided others with a clear direction; sets appropriate standards of behavior; delegated work appropriately and fairly; provided staff with development opportunities and coaching; recruited staff of a high caliber; advocated for and mentored staff, fostering peer leadership by creating and identifying opportunities for growth and development. Strong Communication Skills: An engaged, active listener, able to communicate effectively with a broad group of stakeholders; I write and speak clearly and fluently; I express my opinion, information and key points of any discussions clearly; structured information to meet the needs and understanding of the intended audience.

- Experience writing director's treatments, scripts and other brand related copy.
- Experience directing and shooting for lifestyle and product campaigns.
- Editing and postproduction in Final Cut
- Experience leading and managing production process for video, photo and web with a strong eye on KPI.
- Experience sourcing, securing and managing production partners, talent, and locations.
- Experience leading teams on set and on location
- Experience evolving production technology needs, managing production equipment list maintaining detailed production storage redundancies.
- A team player with an eagerness for continued learning, follow through with creative direction and provide help to give clear direction to teams.
- Motivated by creative excellence and a drive to meet deadlines.
- Able to maintain confidential customer and company information.
- Able to effectively present information to agency teams peers and clients.
- Able/skilled in interpersonal relations when interacting with internal and external customers.
- Managing the entire production process of the highest-level projects, from pre- production to post-production, to execute the creation of photo and video assets, video edits, color correction, sound design, and retouching for concepts created by the Creative teams.
- Working with Creative Leadership to establish production standards, creative standards, and visual style/aesthetic, to best oversee and execute all aspects of production, from concept through delivery of final creative assets.
- Hiring, developing, and managing a diverse internal production team that can deliver best-in-class assets.
- Ensuring all aspects of production are on brand.
- Guiding Executive Producer and the Producers in the procurement of appropriate external production partners including directors, production companies, editors, producers, music companies, and audio recording studios to execute creative concepts.
- Managing Creative's annual production budget, which includes staying current on production methods and the associated cost implications, as well as marketing channels and best practices to determine budget is used appropriately.
- Overseeing large scale productions (\$1M+) by being hands-on in the execution of the production process.
- Ensuring that all production equipment is in good working order and that all necessary materials are available.
- Continually refining and expanding knowledge of future trends related to video and photo production, content procurement and management.

CONTRACTED STUDIOS

HEAD OF OPERATIONS- FIELD OPERATIONS

2014 – 2019

Was able to pick up contracted work from other companies along the way and sustained a good working relationship with them throughout the years, until Covid came into effect.

These Duties and responsibilities include:

- 10+ years of Marketing & Social Media, Ad Operations, Entertainment Ad Tech and/or Media Operations experience with applied project management methodologies and certifications
- Strengths building cross-functional relationships, developing insights, managing projects while articulating progress and success
- Delivered highly effective solutions for media management by incorporating tooling, User Experience Testing (UAT) and vendor partnerships
- Deep understanding of media platforms and formats, with an appetite for continuous improvement
- Aptitude in application of social media systems to meet required securities and launched challenges
- Experience in international environments, knowledge of local languages(Middle Eastern specific)
- Mastered simplifying complexity, managing large sets of assets and distributing with precision
- Data-driven approach to problem-solving and analysis; managing accountability for deliverables
- Propensity towards optimization, quality assurance and defined objectives
- Driven partnerships for tooling and workflow implementation, including issue resolution and end-to-end analysis
- Identified and resolved advanced technical issues across internal/external toolsets, adeptly troubleshooting with key partners
- Demonstrated the ability to operate effectively in ambiguity and willingness to pivot as needed
- Excellent verbal and written communication skills and exceptional attention to detail• Deep experience in all facets of the video production process from concept to station uploads, screen release, VOD, etc...
- 23+ years of management experience supervising creative and video production teams.

VANSAGE PRODUCTION, LLC

2003 – 2016

SENIOR PRODUCTION MANAGER- DIRECTOR- PRODUCER- DP

Started this company in August of 2003 as a video production company and worked with it to gain knowledge in the industry. We began with weddings and eventually made our way to larger projects over the years, into tv spots, infomercials, docuseries and music videos.

Director- short and long form

Casting Director (long form/short form- stage)

Freelance Camera Operator/Audio – boom op

Overseeing a team of 30 employees' work flow Coordinate all production (concept to completion) Facilitate long and short form productions

Line producer on most productions

Creative marketing

Campaign coordinator

- Strong strategic acumen with a history of developing and executing successful initiatives.
- Proficiency in digital marketing, branding, and communication tools and platforms.
- Ability to work collaboratively with a diverse range of stakeholders.
- Excellent verbal and written communication skills.
- Strong network and connections within the film, animation, or related fields.
- Excellent organizational skills and attention to detail.
- Strong analytical and problem-solving skills.
- Ability to prioritize tasks and to delegate them when appropriate.
- Ability to function well in a high-paced and at times stressful environment.
- Proficient with Microsoft Office Suite or related software.
- Develop and execute a comprehensive advancement strategy to secure funding
- Collaborate with the Chief Executive Officer and VP of Programming and Innovation to identify funding opportunities and assist in pitch efforts.
- **Marketing and Communications:**
 - Lead the development and execution of a strategic marketing plan to promote film idea or tv and streaming services plan.
 - Manage branding, messaging, and public relations efforts.
 - Oversee the creation of marketing collateral, press releases, and promotional materials.
 - Develop and maintain online presence, through effective team communications, including the organization's website and social media platforms.
 - Collaborate with executive leaders to create marketing campaigns that engage and resonate with the target audience.
- **Partnership Development:**
 - Establish and nurture strategic partnerships with industry stakeholders and organizations aligned with said mission.
 - Leverage partnerships to expand studio reach and impact within the entertainment industry.
 - Collaborate with partners to create opportunities for underrepresented talent and promote diversity and inclusion in the industry.
- **Team Leadership:**
 - Build and lead a high-performing team in the advancement, marketing, and communications department.
 - Provide mentorship and guidance to staff members.
 - Fostering a collaborative and inclusive work environment that values creativity and diversity.
- **Reporting and Evaluation:**
 - Monitor and evaluate the effectiveness of advancement, marketing, and communications efforts.
 - Provide regular reports and updates to the Chief Executive Officer(s), and at the discretion of the CEO to the Board of Directors.
 - Continuously assess and adjust strategies to achieve organizational goals.
- **Professional Development:**
 - Engage in annual executive training sessions as part of ongoing development.
 - Take ownership of acquiring new skills through participation in conferences, seminars, academic programs, and similar opportunities.
 - Stayed informed about current industry trends to remain competitive and relevant.

• **SKILLS:**

- Director/executive VP/President
- Producer/trainer/presenter
- Canon D series
- Sony FS-7 MII w/18-110 mm lens,
 - A. Commercial And or corporate videography/photography.
 - B. Hands on w/35mm, film and full frame
 - C. 4x5 or 5:4 aspect ratio and digital video/photography execution and editing
- Final Cut Pro X
- Garage Band Audio Software
- DJI Drone operator
- DJI Osmo Pocket 2
- DJI Ronin RS2 PRO COMBO
- Camera car operator
- Mac OS, Windows
- Word, Publisher, Front Page, Access, Power Point, Outlook, knowledge of Adobe Premiere Pro
- multiple audio/hardware/ software • Audio mixer
- Apple Motion

EDUCATION:

Full Sail University

AUGUST 2005- GRADUATED AT THE TOP OF MY CLASS WITH AN AWARD

VOLUNTEER EXPERIENCE:

2016 – CURRENT YOUTH SERVANT FOR (HIGH-SCHOOL, COLLEGE, POST GRADUATE SCHOOL)

St. Mary & St. Mina Coptic Orthodox Church, Clearwater, FL

- Training youth on editing software for film projects (in-house)
 - Director of Plays for the Church media center