



# DANIEL PATRICK KELLY

## MULTIMEDIA PRODUCER

### SUMMARY

Multimedia story teller and production designer. Quick to develop new skills and master new programs. Strong ability to communicate abstract ideas and concepts. Identifies and executes necessary improvements in the functions of a non-profit company: from fundraising and sales to team management and product development. Able to articulate specific, detailed artistic visions to teams of craftspersons and designers. A skilled team player with an ability to collaborate with a variety of personalities and temperaments. Excels in high pressure environments with strict deadlines. Comfortable in both leaderships and support roles.

### WORK EXPERIENCE

#### ARTISTIC ASSOCIATE, URBANITE THEATRE; SARASOTA, FLORIDA | 2015-2019

Drove consistent annual budget increases by an average of 51% through a combination of aggressive marketing and development campaigns. Produced 25 contemporary plays in an intimate 65-seat venue. Directed four plays and four staged readings. Served as sound designer for three productions and video/projection designer for two. Designed and maintained company website with video and photo archives of all productions. Filmed and edited video content for online marketing: 15 production previews, 11 audience responses, two season previews, two fundraising campaigns. Raised funds through private donors, corporate, and federal grants. Served as ambassador of the theatre, representing mission and interests of the company in public forums. Assisted in yearly budgets and strategic planning, determining the allocation of resources and calendar of events. Managed box office and front of house.

#### DIRECTOR OF MARKETING, MIRROR LAKE DESIGNS; HOUSTON, TEXAS | 2014-PRESENT

Photographed, filmed, and edited all website and print marketing material. Produced and managed all social media and online advertisements. Increased web traffic by over 1,000%. Sought and applied for design and customer service awards from local, national, and international competitions.

#### FREELANCE MULTIMEDIA PRODUCER | 2010-PRESENT

Produced video content for small businesses and events. Filmed, directed, and edited full-length documentary on Vietnam War veteran. Created and designed video, projection, and sound content for live entertainment. Professional photographer of live events, real estate, models, and actors.

#### CAMPAIGN MANAGER

#### MICHAEL SHAWN KELLY FOR TEXAS HOUSE OF REPRESENTATIVES, DISTRICT 150 2016, 2018

Designed and managed campaign website and social media. Wrote, designed, directed, and edited all video content for print and online distribution. Increased share of the vote by 15% from first to second election bid.

#### ASSISTANT TO THE PRODUCING ARTISTIC DIRECTOR ASOLO REPERTORY THEATRE SARASOTA, FL | 2013-2015

Creative and administrative assistant to Michael Edwards at Asolo Repertory Theatre, a nationally-recognized regional theatre with a \$10 million yearly budget. Advised and assisted in selection of plays and musicals and hiring of creative teams.

#### ASSOCIATE PRODUCER, YOUR LIVABLE GARDEN | 2012-2018

Provided research, produced content, and booked guests for the nation's longest-running landscape architecture radio show. After going off the air, edited recorded shows to be repurposed as a podcast.

#### SALES ASSOCIATE, KIRBY VACUUMS; WINSTON-SALEM, NC | 2011

Canvassed rural North Carolina selling premium vacuum cleaners on commission. From the back of a 2003 Honda Odyssey.

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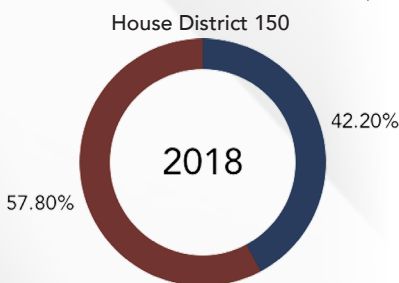
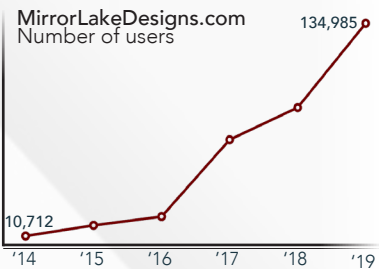
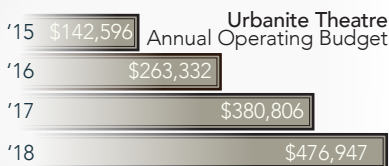
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@DANIEL.KELLY

University of North Carolina  
School of the Arts  
BFA Directing

Texas A&M University  
Business, Marketing  
ConocoPhillips Scholar



\*most votes for a Democratic challenger in district history

### skills

Photography  
Photoshop | Lightroom

Video Production  
Final Cut Pro

Live Entertainment  
Producing | Directing

Google Analytics  
SEO

Creative Writing  
Editing

Fundraising