

# Joseph A. Maulucci

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Highly experienced video producer/director/editor in multiple project development, production, post-production and distribution of short form & long form assets with an entrepreneurial spirit.

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## SUMMARY OF QUALIFICATIONS

- 20+ years in the broadcast production, 15 years local talk/sports/entertainment/advertising and the last 5 years concentrated in advertising.
  - Proven self-starter, working independently, while contributing to the success of the team.
  - Embraces new technology, strong computer skills - both Windows and MAC OSX Platforms.
  - Training and mentoring team members on new software techniques, providing both positive and negative feedback, reinforcing skills and building self-esteem.
  - Exceptional team problem solver, with the ability to diagnose minor equipment problems (bad cabling, wrong codex, interlace issues, operator error, etc.)
  - Maintaining department computers, installing new hardware, software and OS/software updates.
  - Started career working in Master Control.
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## PROFESSIONAL EXPERIENCE

### PRODUCER/DIRECTOR

Time Warner Cable Media Sales

2004 - 2010

Rochester, NY

- Working with a team of 20 Account Executives and Local Sales Managers.
- Cultivating advertising client and agency relationships by understanding their goals, producing a product that accurately captures their ideas, often resulting in repeat business.
- Utilizing excellent time-management skills to balance efforts in the field, multi-tasking to ensure production deadlines sales goals are met, and maximizing client approval on the first edit.
- Directing both novice and professional talent to produce an engaging on-camera performance.
- Frequently requested by returning clients.
- Non-linear: Avid Express (MAC based) Tape formats: DVC Pro Digital, DVCAM, Beta SP
- Software: Photoshop, After Effects, Trapcode, Zaxwerks, Garageband, iDVD, FTP

### SUPERVISOR/PRODUCER/DIRECTOR

Adelphia Cable Communications

1987 - 2003

Buffalo, NY

- Producer/director for concerts, plays, special live events, talk, game shows and local commercials.
- Promoted to Supervisor by local General Manager to head the department's efforts to produce ads for Adelphia Cable Media Sales, the local ad sales division as the main producer/director and production coordinator for 8 local sales executives.
- Active team member rotating through all positions, studio and remote.
- Created on-air branding for Adelphia Cable's Channel 13, "Crossroads" (magazine/talk show) and the channel's sports coverage.
- Developed control room design and procedures for new equipment.
- Member of Management Team: employee supervision, evaluation, training, and discipline.
- Non-linear: DPS Velocity (NT based), VideoToaster/Lightwave 3D (Amiga)
- Positions: Producer, Director, Writer, Editor, Camera, Audio, Announcer, Lighting, Graphics
- Secondary Team Positions: Teleprompter, Audio (boom), Floor Director, Video Playback
- Tape formats: Beta SP, 3/4" VTR Software: Photoshop, Illustrator, After Effects
- Named employee of the month (April 1991), nominated by the Adelphia Cable Media Sales Manager.

Joseph A. Maulucci  
Buffalo, New York

**WEB DESIGN/HOSTING (owner)**

Accadia

1990 - present  
Buffalo/Rochester, NY

- Cottage industry providing services to clients across the USA.
- Developed sites for clients with little internet experience and little to no company branding.
- Simple sites to complex featuring e-commerce, photo galleries, social blogs, and podcasts.
- Graphic design included logos, banners, and animated ads.
- Program/managed 24/7 independent music webcast service currently featured in the iTunes Player.
- Software: Plain text HTML/CSS, MS Frontpage, Dreamweaver, WordPress, osCommerce, Style Master CSS, OpenX, JavaScript, SAM Broadcaster, PHP List, cPanel, Web Host Manager, php, phpMy Admin, MySQL, CGI, phpBB, Gallery, Photoshop, Image Ready, Fireworks, After Effects, Flash, QuickTime Pro, Windows Media Encoder, FTP, Media Encoder, Soundbooth, Adobe Premiere

**Supervisor/Network Continuity Department**

MTV Networks Inc.

1981 - 1986  
Hauppauge/Long Island, NY

- Promoted to this position from Senior Videotape Operator in March 1983.
- Managed, instructed, evaluated and disciplined a staff of twelve operators who worked all three shifts, 24 hrs/7 days a week.
- As part of the network operations center, I directed the daily compilation break reels for seven major cable networks.
- Coordinating work with the New York City offices, filling corporate dubbing and editing requests.
- Develop procedures to automate the process for adding titling to music videos.
- Master Control Duties included HPA readings, power adjustments, videotape playback, followed program logs (made adjustments when needed), and tape to tape dubs.
- Screening programming for Quality Assurance Department.
- Quad Tape Machines, 1" Tape Machines, ¾ back-up Tape Machines, Quad Video Cart Machines, Grass Valley Switcher, Chyron Graphics, Waveform/Vector Scopes, routing system

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## EDUCATION

**M.S., Television Production and Management**  
S.I. Newhouse School of Public Communications  
Syracuse University

Syracuse, NY  
1981

**B.A., Television Broadcasting**  
State University College at Buffalo

Buffalo, NY  
1979

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## ONLINE PORTFOLIO

- <http://www.maulucci.com>