

Harold White

Digital Media • Marketing • Creative Services • Training

904.614.1119



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haroldwwhite.com



Professional Profile

Seasoned communications professional with a comprehensive background in marketing production and management, social media content development, and event planning and execution.

Expertise

Microsoft Office Suite

Adobe Creative Suite

WordPress CMS

Project Planning & Management

Event Planning & Management

Embraces teamwork & collaboration

Video production & editing

Marketing collateral production

Presentations & Trade Shows

Training Development & Delivery

Budgeting

Team Leadership

Improving Efficiency

Business Systems

Resource Management

Professional Value Offered

Marketing, Media Production & Communications:

- Created and implemented comprehensive communication and marketing plan for the National Scouting Museum. Develop marketing materials for the NSM. Produce social media content for the NSM, including more than 100 video episodes of Artifact of the Week, and the museum 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. \$300,000 raised since October 2019. Coordinated and produced digital collection and exhibits for Scouting Heritage Gallery upgrade project. Includes two-touch screen features and multiple digital displays and video wall exhibits.
- 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.
- 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 100 days. Included planning and executing special events and activities.

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.
- Two-years of experience as Project Manager for Leap-ahead Air Filtration Technology project with the U.S. Army and Sy-Klone International. Developed and maintained timelines and budgets ensuring milestones and deliverables were delivered as agreed upon.

Education/Training:

- Three years of experience delivering college and dual-enrollment courses – Interpersonal Communications, Public Speaking, Introductory and Advance Broadcast Production. Middle School students added to broadcasting classes in 2022.
- Consulted with clients to determine training needs and developed programs to meet needs within time and budget constraints. 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

MASTER OF ARTS

Communications - Broadcast Prod.

Eastern New Mexico University

BACHELOR OF SCIENCE

Comprehensive Broadcasting

University of Wyoming

ASSOCIATES OF APPLIED SCIENCE

Technical Theater

Laramie County Community College

Certifications

John Maxwell Certified
Trainer, Coach and Speaker

New Mexico Teaching
Certificate (Temporary)
Licensure Number 395377

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Professional Development

Presenter at 2021 CultureGeek Museum Conference
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 • 04/2019 - Present, Museum Program Specialist, National Scouting Museum (FT)
- Eastern New Mexico University • 08/2020 - Present, Adjunct Instructor, Communication Department (PT)
- Harold White Media Services, Jacksonville, Florida • 01/1987 – Present, Owner (FT/PT)
- Tarheel Productions LLC, Jacksonville, Florida • 05/2013 – Present, Managing Member (FT/PT)
- Shiloh Church, Jacksonville, Florida • 2016, Senior Video & Media Producer (FT)
- Sy-Klone International. Inc., Jacksonville, Florida • 09/2001 – 07/2011 Executive Management, Sales & Marketing Management and Manufacturing Management (FT)

OTHER PROFESSIONAL OPPORTUNITIES

BUSINESS DEVELOPMENT/ENGINEERING (KTAO – Taos Communications)
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