

# Harold White

Marketing • Management • Training • Leadership

904.614.1119



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haroldwwhite.com



## Professional Profile

Seasoned visual communications professional with a comprehensive background in multimedia and video production. Focused on marketing, management, training, and leadership development.

## Expertise

Marketing collateral production  
Video production & editing  
Adobe Creative Suite  
WordPress  
Constant Contact & Mail Chimp  
Facebook Business Suite  
Presentations & Trade Shows  
Training Development & Delivery  
Budgeting  
Team Development & Leadership  
Project Planning  
Improving Efficiency  
Business Systems  
Resource Management

## Professional Value Offered

### Marketing, Video Production & Communications:

- Develop marketing materials for the National Scouting Museum. Produce social media content for the NMS and gift shop. Recruit, coordinate, and train docents to serve the NSM during summer season. Develop fundraising program to raise money for the Museum and its operations. Approximately \$290,000 raised since October 2019. Transitioned from seasonal to year-round staff in 2021.
- Coordinated overall sales & marketing and training activities of company; directing 10-member sales & tech support staff and managing 40-60 house accounts and six external manufacturer's representative teams. Resolve customer issues and direct customer service and support programs.
- 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.
- Promoted from Marketing Manager to Director of Sales & Marketing after 18 months. Later promoted to VP of Business Development and Marketing. Developed and implemented sales and marketing plans which resulted in growth of 115% in five months. Maintained regional and national media and advertising relationships.
- 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 less than 120 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.
- Facilitator for clients with third-party providers (agencies and developers) to create and implement effective advertising, websites and social media sites.
- Led new product development and new product introduction programs - Served as Program Manager for SBIR project in close collaboration with US Army.

## Education

MASTER OF ARTS

Communication/Broadcast Production  
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

## Training:

- Revamped new hire training program for two companies. Developed materials and lessons to support these programs and on-going training needs of both businesses.
- Met with clients to help determine their training needs and the most effective solution to meet their training goals. 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.

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## Professional Development

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 • 2018 - Present, National Scouting Museum, Logistics & Food Service
- Eastern New Mexico University • 2020 - Present, Adjunct Instructor, Communication Department (Dual-credit Instructor Communication classes)
- Harold White Media Services, Jacksonville, Florida • 1987 - Present, Owner
- Tarheel Productions LLC, Jacksonville, Florida • 2013 - Present, Managing Member
- Sy-Klone International, Inc., Jacksonville, Florida • 2001 - 2011  
Executive Management, Sales & Marketing Management, and Manufacturing Management

### 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