

Dan LaPlaca

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[Linkedin Profile](#)

MULTIMEDIA PROFESSIONAL with 18 years experience in the management and development of web, video, audio and post production projects. Lead teams in creative development of web, video and audio projects for several major clients. Solid experience in setting budgets, coordinating multiple projects simultaneously and completing them on time.

WORK EXPERIENCE

LINCOLN EDUCATIONAL SERVICES: Director of Multimedia June 2012 – Present

- Responsible for all aspects of multimedia, including video, photos and assets for TV, radio and mobile devices for the marketing department at Lincoln Educational Services.
- Produce, direct and edit all video testimonials for the website Lincolnedu.com.
- Coordinate multiple timelines and projects for various Lincoln school locations around the country in regards to all multimedia needs.
- Assist in management of Award Winning Lincoln YouTube page, <http://www.youtube.com/lincolntech>
- Conceptualize, manage, and produce new TV campaigns, commercials and radio spots coordinating with various outside media agencies.
- Handle all internal video projects for the corporate office including video streaming events, filming and editing corporate messages from Senior team members.
- Manage the media library of footage, equipment and various media drives to insure that projects are backed-up and organized for future use.
- Develop relationships with various departments throughout the Lincoln School family to meet the needs of all locations and corporate headquarters for multimedia purposes.

REALOGY: ERA.com Project Manager December 2011 – May 2012

- Responsible for managing the national launch of the new ERA.com project, a web creation portal delivered to all ERA brokers and agents.
- Responsible for coordinating all communication between involved departments and to ERA's brokers and agents.
- Develop content creation timelines to make sure all aspects of the project including, design, testing, copy, and approval are completed on time and on budget.
- Create and produce promotional video's for the new ERA.com.

IEEE: Video Producer May 2011 – December 2011

- Managed a team of 3 people to deliver video projects on time and within budget.
- Planned and set up off site filming events, created lighting design and camera set ups for filming.
- Directed the editing and compressing into HD format.
- Developed all graphic elements for commercials using Adobe CS5 and Final Cut Studio.
- For examples of my work go to my website: <http://www.danlaplaca.com>

Concepts TV Productions: Video Editor/Web Producer August 2010 – Feb 2011

- Edited infomercials and commercials for direct response products and clients.
- Edited HD video and audio for one and two minute TV commercials.
- Developed all graphic elements for commercials using Adobe CS5 and Final Cut Studio.
- Designed and programmed direct response websites for clients. Utilized HTML, CSS and JavaScript and Adobe CS5 (flash, illustrator, photoshop).

UGO Networks (Hearst owned online magazine): Video Producer July 2008-December 2009

- Hired teams of video editors and engineers for several video projects under concurrent projects.
- Established project schedules, facilitated project meetings, reviewed deliverables for quality and accuracy, and insured on time delivery of content.
- Filmed, digitized and edited footage shot at various celebrity events and interviews.

R/GA: Head Audio Engineer/Sound Designer December 2006 – October 2007

- Created all audio content for all TV ads produced RG/A.
- Developed budget and designed ProTools HD audio studio complete with Whisper Room voice-over booth.
- Composed music, mixed and digitized sound, engineered and recorded voice-overs, and edited audio for podcasts, TV ads and web sites for major clients such as Nike, Avaya, L'Oreal, Verizon, and others.
- Visit danlaplaca.com for examples of my work.

A Current Affair: Webmaster/Producer March 2005 – December 2006

- Designed, developed and managed the website for the Fox News TV Show *A Current Affair*.
- Compressed/edited video, gathered assets, designed and developed codes for new segments and content for the site.
- Analyzed hit statistics for specific audience program interest.
- Managed a team of two and coordinated projects interdepartmentally to insure legality for the shows website.

R/GA: Web Developer (Flash)/QA Engineer February 2001 – March 2005

- Developed Flash/HTML/ASP components for websites for clients such as Purina, Ian Schrager Hotels, Verizon Wireless, and the Art Directors Club.

COMPUTER SKILLS

- Web Programming Languages: HTML, Javascript, CSS, Wordpress.
- Production Software: Adobe Creative Cloud, Photoshop, Illustrator, Premier, After FX, FCPX, Motion 5, ProTools 12, Logic Pro.
- Office Software: Microsoft Office, Microsoft Word, Power Point, Excel, Basecamp, Google Docs, Google Analytics, WebEx.
- For examples of my work please visit <http://www.danlaplaca.com>

EDUCATION

Northeastern University, Boston, MA

Degree: Bachelor of Science, June 1998

Major: Communications (concentration in TV and Radio Broadcasting)

Minor: Music and Music Technology

New York Film Academy, New York, NY

Degree: Post Baccalaureate Certificate, February 2004 –June 2004

Studies included non-linear film editing and DVD authoring