

**Dan La Placa**  
47 Wall Street  
Cranford, NJ 07016  
[dan@danlaplaca.com](mailto:dan@danlaplaca.com)  
c. 917-535-5064

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**MULTIMEDIA PROFESSIONAL** with 12 years experience in the management and development of web, video and audio production and post production projects. Creative development of video and audio projects for several major clients. Solid experience in setting budgets, coordinating multiple projects simultaneously and bringing them in on time.

## **WORK EXPERIENCE**

### **IEEE: Video Producer May 2011 – Present**

- Managed a team of people to deliver Video projects on time and within budget.
- Planned and set up off site filming events, defined lighting design and camera set ups for filming, directed the editing and compressing into HD format.
- Develop all graphic elements for commercials using Adobe CS5 and Final Cut Studio.
- For examples of work go to <http://www.youtube.com/DLPMedia>

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

- Edit infomercials and commercials for direct response products and clients.
- Edit HD video and audio for one and two minute TV spots. Develop all graphic elements for commercials using Adobe CS5 and Final Cut Studio.
- Designed and program direct response website's for clients. Utilized HTML, CSS and JavaScript and Adobe CS5 (flash, illustrator, photoshop).

### **DLP Media LLC: Founder 1999 – Present**

- Created/launched NJBeaches411.com, a website and mobile web apps devoted to the Jersey Shore.
- Worked for Currents Magazine managing their websites for clients, and developing wordpress sites for some of their advertisers.
- Created LBI 411, an iPhone App designed to market events and services on Long Beach Island. Completely programmed and followed through approval process with Apple Inc.
- Developed marketing and business plan utilizing print advertising and social media to market project.
- Composed Music, mixed and edited all sound for new M&M (Mars Corp.) web site.
- Composed music, designed and edited sound for DSM Nutritional site [www.teavigo.com](http://www.teavigo.com).

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

- Managed video projects. Hired teams of video editors and engineers for several video projects under development simultaneously.
- Established project schedules, facilitated project meetings, reviewed all project deliverables for quality and accuracy, and insured on time delivery of these projects.
- Shot, digitized and edited footage shot at various celebrity events and interviews.
- Operate 2 Sony HVR-Z1U cameras simultaneously. Edited using Final Cut Pro Studio 3, Adobe CS4/5, Content Management system to deliver video to the website.

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

- Responsible for all audio for TV ads at this award winning interactive agency.

- 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](http://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 department of two additional staff personnel and coordinated projects with editors and legal personnel to update information for the shows website.

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

- Responsible for the development of Flash/HTML/ASP components of sites for companies such as Purina, Ian Schrager Hotels, Verizon Wireless, and the Art Directors Club.

**DLP STUDIOS**

(Additional Freelance Projects)

- **Web Development:**  
Languages: CSS, HTML, ASP, Flash AS2/3, Javascript, CMS, Wordpress, FTP and server management.  
[ConceptsTV.com](http://ConceptsTV.com) - programmed site using CSS, HTML, Flash, and JavaScript.  
[Peterpolly.com](http://Peterpolly.com) - designed and programmed site using Adobe Flash.  
[Sageproductions.tv](http://Sageproductions.tv) - designed and programmed site using HTML, JavaScript, CSS.
- **Video Editing: Visit my [Youtube](#) page for all videos. Utilized Final Cut Studio 3 and Adobe CS5 (illustrator/Photoshop)**  
[Classy Cover](#): Edited and created all graphics for Concepts TV.  
[Magic Buds](#): Edited and created all graphics for Concepts TV.  
[Yumalite](#): Edited and created all graphics for Concepts TV.  
[Batman "Dark Night" Red Carpet Event](#) – Shot, edited and produced for UGO.  
[Dragon Force Behind the Scene's](#) – Shot and edited, and produced for UGO.  
[Kristen Hersh "Snow Cat"](#) – Shot and edited, and produced for UGO.
- **Online Development Examples:**  
Vanity Fair - "[Vanity Feud" Flash Game and Sound Effects](#)  
A Current Affair - <http://www.acurrentaffair.com>  
NJ Beaches 411: <http://www.njbeaches411.com>  
Ian Schrager Hotels - <http://www.morganshotelgroup.com/>  
Purina - <http://www.purinaone.com/>  
NYCE Corporation - <http://www.nyce.net/>

**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

