

CHRIS GOMERSALL

writer
shooter director
editor designer
producer motion graphics artist
illustrator

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BACKGROUND SUMMARY

Energetic, creative, "hands-on" video pro who listens to and analyzes client needs to create effective, budget-minded communications that exceed expectations. Strong knowledge of all aspects of production. A rare mix of tech/people skills focused on delivering programs that enlighten, engage, educate or entertain. Expertise in:

- Post-Production
- Writing
- Motion Graphics
- Producing
- Directing
- Digital Cinematography
- Graphic Design
- Conceptual Art & PreVisualization
- Illustration
- Animation
- Image manipulation
- Visual Effects

ACCOMPLISHMENTS

- Co-created "first-of-its-kind" software tool that empowered HealthMarkets field managers to create custom recognition presentations for weekly sales meetings that also carried valuable motivational messages for the field force.
- Re-imaged HealthMarkets corporate compliance video series for new agent training program using in-house talent to significantly reduce the budget while increasing the quality.
- Teamed with HealthMarkets new corporate re-branding effort to produce a "triad" group video montage for the employee/agent rollout and also provided live event support for a trouble-free rollout.
- Wrote and produced highly effective videos that allowed THE ALLIANCE FOR CHILDREN, THE IMAGINATION CELEBRATION and THE NATIONAL VIETNAM WAR MUSEUM to meet their fund raising goals.
- Created eye-catching time-lapse action videos for Sonic Restaurant's Annual Vendor Trade Show that illustrated store re-branding in a way that kept crowds at the booth.

PROFESSIONAL EXPERIENCE

HealthMarkets N. Richland Hills, Texas
Video Producer/Editor

2007-2009

Wrote, shot and edited sales training, motivational, commercials, recognition, feature stories and video magazines for this health insurance company. Also produced show graphics and video for twice-yearly sales recognition meetings and supervised video, lighting and sound crews for these events.

UPSTAIRS MEDIA, INC Fort Worth, Texas
Owner, Creative Director

1993-2009

Video Producer/Director/Graphic Artist/Designer/Animator: Under the name Upstairs Media Inc., I create promotional, web, trade show and fund raising videos as well as print & display graphic design for clients including:

- PatientFYI.com:** Produced/edited Web launch videos produced for users and providers.
- Rhino Products LLP:** Wrote/produced/directed/edited Dealer Promotional Videos for DVD & web. Also designed 4-color brochures and direct mail postcards.
- Ztar Mobile/7-Eleven:** Design 7-11 SpeakOut Wireless branded cellphone initial launch packaging and collateral materials.
- Tile Art Studios:** Designed new 4-color brochure and POP displays for Terra-Line & hand-painted mural products.
- Summerhouse Tile, Inc.** Designed new POP displays for products sold at EXPO Design Centers.

Other clients include:

Rotary Club of Fort Worth, Dallas Fencers Club, Blind Dog Entertainment, Yankee Cowboy Publishing, The City of Fort Worth, Lone Star Transportation, LLC., NorthStar Chiropractic, The Community Storehouse, JMG Realty/Alexis at Town East, FYI Investigations, The Shadow Agency, Q-Cinema, Millennium Records, Owen Tool, Sage & Silo Theatre, Artisan Center Theater, ONSTAGE in Bedford, Metro Publishing.

Previous experience includes: Advertising and pre-press graphic production for agencies in Florida and Texas from 1989-93. Staff and freelance video production in Dallas from 1983-88. Prior to that I worked in a variety of positions on several TV and theatrical features in Los Angeles from 1979-83.

EDUCATION

BA, Film Production, Columbia College, Los Angeles, California

PROFESSIONAL DEVELOPMENT

- Interned with Visual Effects Cinematographer Peter Gibbons (Universal's HEARTLAND Visual Effects Unit)
 - Interned with Academy Award winning Cinematographer John Alcott on THE BEASTMASTER.
 - Completed Robert McKee's Screenwriting Seminar "STORY" without getting screamed at by Mr. McKee.
- Self-produced QUEENS FOR A NIGHT awarded "Best Alternative Documentary" at NY Independent Film & Video Fest
 - Self-produced documentary KEEPERS OF THE KINGDOM accepted at New York's IFP in 2001.
 - Member, SMPTE

TECHNICAL SPECIALTIES:

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| • Mac systems expert | • Final Cut Pro | • Adobe After Effects | • Adobe Photoshop |
| • Adobe Illustrator | • Media 100 | • EI Animation System | • 4-color Pre-Press |
| • Quark Xpress | • Adobe InDesign | • DVD Studio Pro | • Compression |

Samples & show reel at: www.upstairsmedia.com