



B i l l J o h n s o n

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2000 – Present SELF EMPLOYED Global Effects Productions, LLC /Hi-def pro
Las Vegas

- HDTV editing suite (2): FCP 4.5, Cinewave HD, FCP 5 Kona 2 HD
- Shake 4, Macromedia Studio 8, (Dreamweaver, Flash, et al), Creative Studio 2-(Photoshop, Illustrator, et al), Boris Red, Animation Master
- Write, Produce, Shoot & Edit Commercials, Corporate Sales, Marketing and Training
- Direct, TD

1991 – 1999 PART-TIME Global Effect Productions, LLC Miami/Ft.Lauderdale, FL -

Write, produce, direct, TD, lighting, camera operator, edit, graphics.

- Cameras: All SONY, DXC D-30, JVC D-9,
- Editing: AVID, Media 100, Discreet Logic *edit, Speed Razor.
- Studio MX, (Dreamweaver, Flash, et al), Photoshop, Adobe After Effects, Elastic Reality.
- Web development and management including e-commerce

January - June 2001 KTNV-TV (ABC) Las Vegas, NV

- Promotions Writer/Producer

1999 - 2000 Mirage Video and Post Pompano Beach, FL

- Director/ Sales Development - Infomercials
- Tasked with new client development and project management.
- Producer, director, camera operator, editor as needed.

1988 -1999 Commander - Metro Dade CountyPolice Department
Miami, FL

- Metro-Dade County Video Services Section- Senior supervisor, Executive Producer and Manager of the video production function for the 5th largest metropolitan police agency in the U.S. with three staff producers and two camera operator/editors and an annual operating budget of \$500,000.00.
- Converted existing linear Beta Suite into one of the first AVID facilities in the country.
- Developed long running, award winning magazine series *Behind The Silver Badge*.
- Wrote, and produced training and informational productions including *Sexual Harassment, Police and the Disabled, Hurricane Andrew* public advisories, *After the Storm* revealing the impact of Andrew on police families.
- Edited on AVID MC 1000. Utilized Photoshop, Elastic Reality.

- Honorably Retired

1983 - 1988 Commander - Metro-Dade Police Media Relations Section Miami, FL

- Served as Chief Spokesperson and managed international Media Relations.
- Wrote speeches and press releases for the Director of the Department.
- Interacted with international media on major local issues.
- Coordinated information on local, national, and international stories.
- Supervised staff of 15 information officers.

1989 -1990 WPLG TV (ABC Affiliate) - SIDE JOB APPROVED BY MDPD Miami, FL

- Eye On Crime
- Co-developed this #1 rated magazine format program and co-hosted the series.
- Awarded Silver medal at New York Film and Television Awards.

1975 - 1983 Metro-Dade County Police Department Miami, FL

- Metro-Dade Police Department
- Uniform Officer
- Management Analysis Bureau-Departmental Communications Study
- Uniform Officer
- Airport Narcotics Unit – Founding member – Newly developed approach to interstate narcotics smuggling.
- Uniform Sergeant
- Internal Affairs Investigator/Criminal Conspiracy Unit – Founding member – Newly developed approach to internal affairs.
- Appointed to Commander, Public Information Office

1973 - 1975 Self Employed Miami, FL

- Advertising, Marketing
- Conducted advertising usage study for Citizens Federal Savings and Loan.
- Developed and implemented a marketing plan for a foreign owned high-tech plastics business in Opa Locka, FL.

1971 - 1973 Post Newsweek Stations Miami, FL

- Director of Marketing and Sales Promotion
- Established Marketing/ Sales Promotion department at WPLG TV
- Interpreted ratings service reports to develop sales promotion strategies

and collateral material for sales department.

- Produced local adaptation of annual new network shows.

1969 - 1971 Paine, Webber, Jackson and Curtis

Erie, PA

- Stock Broker

1966 -1967 Military Service: USN Seabees

Republic Of Viet Nam

- Petty Officer Second Class - Heavy Equipment Operator.

1963 -1965 Education: Washington and Jefferson College Washington, Pa.

- Freshman Year: Dean's List, Football, Track

1965 -1966 Education: University of Miami
1968 -1969

Miami, FL

- B.B.A., Business Administration, Marketing.
- Research Assistant for Professor George Cumberly, Marketing Department
Consumer Behavior Marketing Design and Research
- Phi Delta Theta Fraternity

Interests

- Scuba diving
- Stock car racing
- Hiking, camping
- Photography
- Writing