

Diane Strand

39870 Camden Court
Temecula, CA 92591

ofc: 951-296-6715
diane@jds-productions.com

Organized. Enthusiastic. Initiative. People skills. Multi-tasker. Problem-solver.

Creative Producer / Manager who self and team motivates.
Solutions and deadline oriented with an eye on the bottom line.

Professional Experience

JDS Creative Academy – 501c3 Nonprofit

March 2014 - Current

Founder/Chairman of the Board/Treasurer

JDSCA's mission is to advance education and training in the arts; theatre arts, musical arts, creative writing as it pertains to performing and production arts, fine arts and production arts as it pertains to the arts and entertainment industry. To fulfilling the Visual and Performing Arts (VAPA) requirement per the California Core Standard to the Home School, online school, and trade school population. JDSCA purpose is to enhance the future of the Southwest California Area, our Youth, and the Arts, Engineering and Technological workforce in California and throughout the US Nation through education, training, and apprenticeship.

- NonProfit 501c3 IRS set up. Writing of Bylaws. Program conception. Grant Writing. Organization budgeting and individual program budgeting.

JDS Video & Media Productions, Inc.

May 2003 - Current

President/Producer/Majority Owner

Owner operator of an award winning full service video production multimedia solution company. Client relations, budgets, project management, producer, writer, creative director

www.JDS-Productions.com

- Offering production services in concept development, script writing, production coordination, camera production, audio production, power point presentation video, CD-Rom production, graphic design, 2D & 3D animation, non-linear editing, website design & implementation, full service packaging – replication/duplication, television production.
- Produce projects from concept to delivery. Creating bids, proposals, and creative briefs. Develop concepts and scripts. Handle all production coordination. Crew staffing. Produce edit sessions. Ensuring client satisfaction from concept to delivery.
- Handle all business operations; sales, marketing, book keeping, payroll, staff hiring, and office management.

JDS Actors Studio

October 2009 - current

Producer/Owner

Professional Actors Studio for Toddlers/Children/Teens & Adults

www.JDSActorsStudio.com

- Creative Actors Studio that delivers an education in Theatrical Arts while teaching leadership skills and self confidence skills.
- Program creation, public relations, marketing and all administrative needs for the space.
- Teach workshops about the entertainment industry working with actors and parents on how the industry works what they are looking for and how to break into the business.
- Teach a Public Speaking workshop to the business community.

Wexler Video

July 2002 – May 2003

Production Operations Manager

Oversee fulfillment of rental contracts for broadcast production equipment, specializing in Reality Television.

- Oversee fulfillment of all areas of engineering: shop, warehouse, shipping/receiving, new purchase inventory asset management, quality control, and engineering maintenance.
- Oversee fulfillment of rental contracts: pull, build, contract and deliver broadcast equipment packages. Provide accurate check in and out of packages, identifying loss and damage. Provide field service. Provide neat - organized warehouse storage solutions of equipment. Ensuring customer satisfaction.
- Evaluate and restructure, as necessary: staffing, goals, budgets, and procedures to ensure performance objectives.
- Manage supervisors and staff (personnel of 30) with regard to scheduling, training, counseling, and discipline.
- Implement department budgets and maintain them.

Project list: Survivor, Fear Factor, Bachelor, Bachelorette, The Mole, Real World, Road Rules, Sorority Life, Joe Millionaire, Married by America, Bernie Mac, Jack Ass the Movie, Family Affair, Temptation Island, Junkyard Wars, Media Junkets, My life as a Sitcom, Nashville Star, Meet My Folks, (list not inclusive).

Amgen Inc.

September 2001 – July 2002

Producer – Creative Services Marcom Group Video & Print

(Contract/temp - Modis)

Produce from concept to delivery video/film/DVD & print media projects for broadcast, trade shows, direct marketing, PR corporate communications, and internal usage.

- Develop/initiate MARCOM marketing plans to drive product and brand communications.
- Develop concepts, designs, and animation for new product and brand launches.
- Develop creative direction/art direction for video, graphic design, typography, and layout.
- Oversee and create media development of scripts/storyboards, POP displays, and packaging.
- Hiring and directing of ad agencies and production companies. Insuring quality, budget, and deadlines are met, from concept to delivery.
- Client consultation defining project objectives and presentation of ideas. Write Creative Briefs.
- Back out schedules. Responsible for P&L, budgets, invoicing, tracking and recording of projects through department management system.

Qwest Digital Media / Stationed at Los Angeles Staples Center

May 2000 – September 2001

Production/Project/Event Manager, Operations

(Company closed – laid off)

Line Produce, manage, and coordinate video, film & live productions, web casts, trade shows, and events for Business-to-Business, Business to Consumer and entertainment.

- Coordinated with large venues for event site survey and set up: Staples Center, LA Convention Center, San Jose Convention Center, Marriott Hotels, Westin Hotels, and Six Flags Theme Parks.
- Manage pre-production, production, and postproduction: casting, agent rate negotiating/bookings, permits/insurance, site surveys, equipment rentals, scheduling, craft services, and crewing.
- Strategic business development: prepare business plans, bid proposals and budgets.
- Client consultation defining project objectives and presentation of ideas for sales, and engineering.
- Union contract negotiations. Onsite crew and production supervisor. Team leader of the conception and implementation of operations to billing procedures.

Project list: Oscar De La Hoya fight/HBO party, Barbra Streisand Timeless Tour, Democratic National Convention and Gala, NBA Lakers for NHK, Avengers Arena Football, Latin Grammys, House of Blues cross country festivals, Graying and Balding- Universal Studios Japan, Blair Witch 2 premiere, Hall Kinion yearly sales convention, press events, NAB trade show booth (list not inclusive).

The Walt Disney Company/Disney Channel On Air Promotions

March 1998 – May 2000

Staff Producers Assistant promoted to Writer/Producer- Promotion Marketing

Developed; on air, off air, radio, and trade show promotional video & film marketing campaigns.

- Supervised all aspects of Post Production: Off-line, On-line and Sweeting.

(The Walt Disney Company cont.)

- Wrote and produced various nightly line ups, special events, programming menus, promo bumpers, affiliate sales tapes, trade shows, video presentations, and voice overs for Disney Channel and ABC One Saturday Morning. Promoting Disney brand synergy.
- Create/develop scripts and storyboards then produce live promo/behind the scene productions.
- Trained and oriented new hire cast members.

Universal Studios Creative

May 1997 – March 1998

Production Manager

(Contract/Temp - Adecco)

Manage/coordinate on and off - lot video, film & live productions, associated with the theme park.

- Setup live ENG shoots and oversaw budgeting aspects for production.
- Participated in development of production plan and budget.
- Organized and prepped invoicing for accounting.
- Scheduled pre and postproduction sessions. Supervised on-line sessions.
- Negotiated union and non-union deal memos for crew.
- Responsible for onsite finances during remote productions.

Bright Kauffman Crane Production Company

August 1996 – April 1997

Production Coordinator promoted to Assistant. Line Producer

- Deal memos, episode budgets, staffing/crewing, union liaison, tracking costs, payroll

ABC Studios General Hospital and Port Charles

January 1995 – August 1996

Booth Production Associate, Production Assistant, Intern

(Intern and Day Hire)

Pre-tape prep: cast schedule, lead daily prod. meetings, script breakdown, create shooting schedule.

- Scene timing during recording. Maintained production continuity.
- Prepare master script for edit session.
- Pull together materials for Emmy Nominations for show and actors.

Images and Imagination Children's Theatre

June 1993 – December 1995

Century Cable Ch.3 Magic Book and Loose Cannons

(Self Employed)

Owner, Executive Producer, Director, Writer, Talent

Created and started a children's TV production & theatre company.

- Project development and writing.
- Media relations, public relations, marketing, advertising, promotion.
- Fundraising, budgeting, tracking costs, payroll/payroll taxes, A/R, and A/P, purchasing and contract negotiations.
- Hiring and scheduling.

Education, Awards and Affiliations

California State University Northridge; BA Television/Film Production, Minor Media Marketing
Communications: College of Arts, Media and Communications, (100% self financed) GPA 3.7 Dean's List

Fullerton Community College; AA Liberal Arts: Dean's List

American Academy of Dramatic Arts; Theatre Arts Certificate

Board Member, 2009 - current – **Southwest California Economic Development Corporation**

Board Member, 2011 - current – **Southwest Community Development Organization**

Board Member, 2013 - current – **Riverside County Workforce Development**

Committee Chair, 2009 – current – Marketing Committee **Southwest Calif. Economic Dev. Corp.**

Committee Chair, 2012 & 2014 – Woman in Business **Temecula Valley Chamber of Commerce**

Executive Board Member , 2005- 2008 – Treasurer of the **San Diego North Economic Development Council**

Committee Chair , 2005-2008 – Membership and Events - **San Diego North Economic Development Council**

Advisory Board Member – **Women’s Business Center of California**
4 Time **National Telly Award Winner** – JDS Productions
2013 Nominee - Sterling Business of the Year – **Temecula Valley Chamber of Commerce**
2006 Recognized Nominee – **San Diego Business Journal** – **Women Who Mean Business**
Recipient of **National Christopher Award**
College Students in Broadcasting: Vice President, Secretary and Treasurer
Internship Coordinator for **RTVF program**.

Additional Skills

Experienced in all formats of multimedia: video, broadcast, film, print, web design & implementation, and streaming media. Can set up and work all studio equipment; Grass Valley, and Snell & Wilcox switchers (Hi-def/Standard def.) Postproduction supervisor of off-line & online: Avid, Final Cut Pro, Hal, Henry, Flame, Inferno, Smoke, Edit Box, and After Effects (linear & non-linear) sessions. Special effects, 2D/3D graphics, and animation development. Familiar with Protocols. Proficient on both PC and MAC computers, have a large base of software skills, 50+ WPM. Software; 2007 MS Office pkg., Movie Magic, Final Draft, File Maker Pro, Photo Shop, Illustrator, Quark, Adobe, Dreamweaver, Flash, Leap, ScheduAll, Scheduler, Outlook, Meeting Maker, Quicken, Quick books, Word Perfect, Lotus Notes, HTML, Internet.

Creative samples, references, and letters of recommendation available upon request.