

David Wasser
1919 Clifden Road
Catonsville, MD 21228

dbwasser@gmail.com
202.256.4709 mobile
<http://thevideoconsultant.com>

Summary: Emmy award-winning producer of top-rated TV series, documentaries, and digital content. Proven abilities in project life-cycle management, workflow optimization, content creation, and on-time on-budget deliverables. Expertise in stakeholder relations to assess client needs and deliver messaging that resonates with the target audience. Progressive management experience as a journalist, producer, show runner and executive producer.

Executive Producer, American Academy of Physician Assistants
August 2013-January 2015
Alexandria, Virginia

- Developed social media videos to support multiple products and campaigns including the most successful “National PA Week” in AAPA’s history
- Produced powerful mini-documentary, ***Boston Marathon Bombing: The PA Perspective***
- Drove membership recruitment and retention with compelling digital video content
- Innovated sales videos to engage conference exhibitors and strategic partners
- Created multi-platform annual conference promotions that increased attendance
- Wrote and produced popular digital vignettes showcasing the accomplishments of outstanding PAs
- Dual duty as Senior Director of Strategic Planning and Financial Sustainability
- Spearheaded tutorial upgrade of *Learning Central*, an online source for accredited Continuing Medical Education (CME) required for PA licensure
- Orchestrated sponsorship to underwrite CME grant

Executive Producer, RLTV (formerly Retirement Living TV)
June 2006-August 2013
Baltimore, Maryland

Executive Producer: *Healthline*

- Created Emmy Award winning franchise of health content for startup cable network with Kevin Soden, M.D. of the TODAY Show
- Administered multi-million dollar budget
- Recruited a ‘dream team’ of 14 full time employees, 16 contract producers, and studio crew
- Infrastructure architect of work flow dynamics, production delivery cycle, set design, and artistic branding
- 130 episodes delivered on time and under budget; ***Healthline*** remains the most profitable franchise on the network
- Launched and completed 20 episode companion series, ***Whole Body Health***, with existing staff
- Produced Emmy Award winning documentary, ***Healthline Presents: Polio Revisited***
- Honored with more than a dozen national awards for excellence

Executive Producer: *Not Fade Away (2009), To Not Fade Away (2011)*

- Developed Emmy Award winning Alzheimer’s documentary in association with Senator Jay Rockefeller and the National Cable & Telecommunications Association
- Produced follow-up documentary two years later, winning an additional Emmy Award

Network Executive Producer: *Now Playing with Gary Collins*

- Collaborated to develop 13-episode Hollywood based entertainment series
- Negotiated production contracts and remained primary network liaison

Executive Producer: *Honoring Flight 93*

- Developed one hour special for tenth anniversary of September 11th attacks in association with the National Parks Service and Families of Flight 93

Executive Producer: *Making Medicare Work for You*

- Created two half-hour specials hosted by Deborah Norville subtitled- ***Boomers-Welcome to Medicare*** and ***Your Questions, Your Choices***, for new and existing Medicare recipients
- Designed two different interstitial series to support underwriter United Health Care's Medicare Made Clear campaign along with digital content offerings

Additional responsibilities: network promo production, series development, special projects for sales and programming departments, and re-versioning of acquired content

Independent Producer

December 2003-June 2006

Washington, DC

Senior Producer: *Hispanics Today* (Syndicated, 82 markets, primarily NBC)

- Operations manager for the production of three 26-episode seasons
- Served as direct liaison between program owner, distribution syndicator and crew
- Hired and coordinated freelance producers, videographers, and editors
- Reviewed segment scripts, and critiqued rough/fine cut edits
- Wrote show scripts, line produced shows, and posted final cut delivery

Vice President of Production, Medstar Television

June 1999-January 2004

Allentown, Pennsylvania

Senior Producer: *Forensic Files - Court TV / NBC; Medical Detectives - TLC*

- Designed and implemented infrastructure to expand ***Forensic Files*** production from 13 episodes annually to 42
- Supervised 12 full-time employees and 24 freelancers ranging from producers and editors to graphic artists and reenactment crews
- Full lifecycle oversight of episode creation including R&D, field production, scripting, and rough cut review
- Created and managed production budget and schedule
- Senior producer for 5 one-hour episodes of ***Medical Detectives*** Recruited, hired, and mentored employees
- Negotiated contracts for freelance video crews and editors
- Oversaw direction of film/video reenactments

Reporter/Producer in Medstar's medical news division

- Produced and wrote both short and long format syndicated health packages for network and affiliate clients including WCBS in New York City and KNBC Los Angeles

Independent Producer

November 1997-June 1999

Washington, DC

Freelance producer working primarily for the United States Information Agency

- Segment Producer for Voice of America's daily and weekly broadcast programs
- Created and produced award-winning pilot, ***Frontiers of Medicine***, for PBS
- Additional clients ranging from the Air Force Association to Gifts in Kind International; projects included political commercials, educational training tapes, and financial appeals

Producer, WPBF-TV, WTVX-TV

January 1997-October 1997

West Palm Beach, Florida

- Line Producer for newscasts on both WPBF and sister station WTVX

Producer, WSAV-TV

November 1995-January 1997

Savannah, Georgia

- Created the highest rated news program in the station's history.

Bureau Chief, WHAG-TV

July 1991-November 1995

Hagerstown, Maryland

Videographer, KOLD-TV

May 1990- May 1991

Tucson, Arizona

Chief Photographer, WVIR-TV

November 1987-May 1990

Charlottesville, Virginia

Capitol Bureau Cameraman, WNVC-TV

April 1986-November 1987

Richmond, Virginia

Education:

Virginia Commonwealth University

Richmond, Virginia

December 1986

Bachelor of Science, School of Mass Communications