

SHARON SOBEL

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[LinkedIn profile](#)

DIGITAL MEDIA PRODUCTION

VIDEO PRODUCTION | WEBCASTING | CONTENT PRODUCER

VIDEO PRODUCER

Training Videos | Marketing Videos | Interviews | Educational Videos | Live Webcasts

SKILLS

Audio | Videography | Encoding | Video Editing | TelePrompter Operation
Live Event Producing | Writing & Editing | Message Development

EQUIPMENT AND SOFTWARE PROFICIENCY

Final Cut Pro 6 | Adobe Premiere Pro
Panasonic HVX-200 | Sony EX-3, EX-1, FS7 | Sony robotic cameras and controller
Wirecast | Adobe Media Encoder | Tricaster | Presentation Prompter

PROFESSIONAL HIGHLIGHTS

PICTURE THIS VIDEO

1997-present

President, Executive Producer

(1997 – 2003) Held full-time positions while accepting Picture This Video assignments after hours. Freelance for various production companies and television stations as teleprompter op, camera op, editor, PA, associate producer. Produce marketing videos and other projects (to include live events) for businesses from script-to-screen. Pre-produce live multi-camera and webcast events for corporate clients and associations, direct and lead crew on event day as technical director/director.

MAJOR CLIENTS OF PICTURE THIS VIDEO

LOGIC NOW (2013 - 2015)

Video producer/Writer/Editor. Contracted as sole company to execute video strategy needs in the U.S and global markets. Responsible for creating case study videos, videotape standups by top executives to partners, provide event coverage both on site and by hiring and managing remote crews in Australia and Europe. Manage budget, hire and supervise crew as needed, work with client on effective messaging. Write and edit final videos and create web-ready deliverables.

INTERNATIONAL SIGN ASSOCIATION (2013 - 2015)

Video producer. Contracted as sole company to execute the association's video strategy plan. Responsible for creating marketing videos for use in electronic communications, archival on website, and use in association's conference events. Manage budget, hire and supervise crew as needed, work with client on effective messaging. Write and edit final videos and create deliverables.

APS/CHANNEL 70 (2003 - present); **FCPS/CHANNEL 21** (2007- 2015)

Producer/Videographer/Editor. Videotape and edit events for local schools and school system for broadcast on local cable channel. Work with school system staff to create training videos to be used internally. Implement production processes to ensure increased efficiency of production resources. Write and edit segments for full-length programs.

FULL-TIME POSITIONS

U.S. COURTS (Contracted through Ventana Productions), **Washington, DC**
Webcasting Producer/Director

2012

Produce and direct multi-camera field webcasts for U.S. Courts entities, in a live field environment with flypacks. Research and recommend additional webcasting equipment. Work with clients in advance of their events to ensure their webcast experience will maximize its audience reach and interactive potential, and that proper equipment and crew are booked to support their event.

MAGUIRE-REEDER, LTD., Alexandria, VA
Office/Production Manager

2002 – 2003

Work independently on tight deadlines and with large budgets to produce VNRs, public relations campaigns, training videos, and marketing materials in the form of videos, DVDs, CD-ROMs, and print materials. Serve as second cameraperson on ENG shoots. Supervise and hire office personnel and book freelance personnel.

FAIRFAX COUNTY PUBLIC SCHOOLS , Annandale, VA
Associate Producer (1997)/Freelance Producer (2007)

1997 – 2002; 2007 – 2015

Work independently to produce PSAs, promos, and staff development programs from script-to-screen, including crew booking. Shoot, light and run audio for field shoots. Assist producers with live and taped studio productions: directing, camera, audio, CG, and teleprompter operation. Write and edit segments for full-length programs.

AWARDS AND MEMBERSHIPS

Awards: Bronze TIVA-DC Peer Award for “We Support Families” (2016), **National Winner, Vision Awards** for “Army Well-Being” (11/02); **Honorable Mention, Videographer Awards**, for “Army Well-Being” (11/02); **Outstanding Performance Award, FCPS** (6/02); **Telly Award** for Legal Fairy Tales (5/00); **Telly Award** for Space Day: A Quest in the Question (5/00); **Production Assistant of the Month, Jones Intercable** (9/94)
Memberships: Women in Film and Video (2/99-present); Alexandria Jaycees (7/95-present); Alexandria George Washington Birthday Celebration Committee (1996 - 2012)

FREELANCE EXPERIENCE HIGHLIGHTS

Teleprompter

Gold & Silver Circle live event (2015)
Numerous programs for The Teaching Company (2005-present)
ABC’s ”Cherry Blossom Parade” (2012)

Camera

Numerous live events for Arlington Educational Television (2004- present)
“Quit Now” PSA for Limelight Communications (2009)
“SchoolScene” stories for Channel 21 (2006-2015)

Production Coordinator

12-person crew for MAX 2015 US conference (2014, 2015)
“Where’s The Party?” documentary (2008-present)
:30 national spot for Military Benefit Assn. (2008)
“Pentagon Police Training Video” for MVP Pictureworks (2008)

Producer/editor

Series of marketing and training videos for international association (2013-2015)
Series of marketing videos for Camp VA Jaycee (2014-present)
Marketing video for national public speaker (2015)
IT Security training videos for CompTIA (2016)