

# M. COLIN BURCH

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## PROFESSIONAL PROFILE AND STRENGTHS

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**More than 20 years of brand development experience. Highly skilled in web programming, user interface design, graphic design, videography, audio engineering, and traditional art skills. Extensive portfolio includes dynamic websites and marketing materials including print, video and audio. Specializes in managing creative teams developing websites and marketing campaigns. Experienced client-facing team leader for clients including universities, corporations, government agencies and non-profit clients. Maintains a U.S. Government Secret Clearance.**

- Solves complex design and programming problems using vast experience, best practices, and a thorough understanding of backend technologies.
- Partners with stakeholders to gain clarity of project scope and vision then develops and executes a strategic approach to success.
- Superb client-facing communication skills; ability to build client confidence and translate technical abstracts into understandable concepts.

## EXPERIENCE

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### Creative Director

2005 – Present      Salem Fields Community Church      Fredericksburg, VA

- Manage the non-profit's brand for all marketing avenues including video, print, newspaper, web, social media, radio and direct mail.
- Produce, film and edit videos for message branding, documentaries and advertising.
- Manage & maintain the non-profit's website and social media outlets including, Facebook, Twitter, Vimeo, YouTube, iTunes Podcast feed.
- Directed multiple redesigns of the non-profit's website including custom programmed modules and themes using PHP and MYSQL.
- Designed and launched the non-profit's mobile app.
- Developed an online streaming platform including a live multi-camera video switching, recording and encoding system.
- Developed and executed marketing strategy and collateral for capital campaign raising pledges totaling over \$1,000,000.
- Recruit, train and manage all production and communications staff; an average of 30 paid and volunteer personnel.
- Managed both Production and Communications budgets and staff.
- Direct all audio, video and lighting (A/V/L) elements and stage design for multiple onsite and offsite venues, various concerts and other events.
- Directed five technical renovations encompassing complete overhauls of the audio, video and lighting systems.
- Directed an A/V/L design and installation for a multimillion-dollar building project with an A/V/L budget of over \$300,000.00.
- Managed the design and installation of an enterprise level Wi-Fi network with segmented secure and public VLANs.

### Senior Multimedia Consultant

2012 – Present      JPI, Inc.      Fredericksburg, VA

- Participate and lead regular client meetings from project conception through project launch ensuring goals are clearly defined and achieved.
- Custom PHP and MySQL database development specializing in custom Drupal installations.
- Developed dynamic data-driven, turn-key learning modules that are 100% SCORM & 508 compliant using AJAX and XML.
- Video and motion graphics editing and voice-over recording for interview profiles, webinars and digital signage.
- Graphic design and illustrations for websites, fact sheets, newsletters, presentations, mobile apps and marketing collateral.
- Primary clients include U.S. Government and military organizations (U.S. Army, The Treasury Department, USDA, MFG.com and more)

### Web Applications Director

2003 – 2005      Digital Dog Design, Inc.      Nashville, TN

- Interfaced with clients to define project scope while focusing on elevating the clients' brand.
- Managed a team of software engineers, database administrators, user-interface specialists, graphic designers, videographers and assistants.
- Developed enterprise level web applications with legacy system integration using PHP, MYSQL, ASP, .NET, MS SQL Server other technologies.
- Clients: Vanderbilt Children's Hospital, United Methodist Communications, Discover Card, Tennessee State University and more.

### Creative Director

1995 – 2003      Incandescent Designs      Nashville, TN

- Interacted with clients on a daily basis, discovering their needs and presenting solutions.
- Managed a team of software engineers, database administrators, user-interface specialists, graphic designers, videographers and assistants.
- Designed and programmed branded web applications with database integration using PHP, MYSQL, ASP, MS SQL Server and other technologies.
- Clients: City of Columbia, SC; The Eagles; Clint Black; Lonestar; Steve Wariner and more.

## **Touring Concert Production Manager**

1989 – 2005

Steve Wariner, Clint Black, Lonestar, Bryan White, Steppenwolf and others

- Managed tour budgets, purchasing, storage, set up, transportation and maintenance of all audio, lighting and musical equipment.
- Created tour branding (logos, t-shirts, access passes, marketing materials, itineraries).
- Created custom programmed, secure web-based itineraries using ASP and MS SQL Server.
- Designed stage sets for individual tours (stage props, risers, lighting truss).
- Created, engineered and implemented technical improvements to increase efficiency of audio, lighting and musical gear.
- Coordinated appearances on The Tonight Show with Jay Leno, The Grande Ole Opry, The CMA Awards and other national TV shows.

## **EDUCATION**

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|--------------------------------|------------------------------------------|---------------|-----------|
| ■ New Horizons IT Center       | Web Programming & Database Certification | Nashville, TN | 1999-2000 |
| ■ Trevecca Nazarene University | Music Business and Marketing             | Nashville, TN | 1989-1990 |

## **STRENGTHS AND SKILLS**

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- Ability to foster a culture of unity with the client and my team in order to meet our goals.
- Experienced videographer and photographer with extensive knowledge of cameras, lenses, lighting, audio, digital capture, encoding and story telling.
- Expert User of Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Audition, InDesign) as well as Microsoft Office, ProPresenter and many more.
- Web programmer fluent in PHP, HTML, JavaScript, CSS, XML, SQL and expert WordPress and Drupal developer.
- Experienced live event producer (concerts, music festivals, religious venues) and audio engineer.

## **PERSONAL NOTES**

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- Hobbies include soccer, photography, luthierie and learning new technologies.
- World travel including most of the United States and Canada plus Europe, South America, Japan, Nigeria, India and summited Mount Saint Helens.