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## *Software*

Dreamweaver, Flash, HTML code, HTML editors, CSS, Photoshop, Gimp, Illustrator, Corel Draw, FrontPage, Acrobat, InDesign, Quark Xpress, FTP software, MS Office

## *Other Skills*

Spanish, tabletop photography, training

## *Summary*

First published at age 17 as a winner of a national writing contest, Patty has gone on to a 31-year career in media production. She received a degree in the field from UNC-Chapel Hill in 1981 while working summers as a newspaper reporter. She has written and directed a weekly television show and commercials for television and radio. She has designed marketing plans for ad agency clients, using an in-depth knowledge of ratings and what messages work. Patty has helped produce well over a thousand books, magazines, newspapers, newsletters, and brochures for virtually every industry, with extensive work in the federal government. Her experience and knowledge of media technology has allowed her to set up media production departments in publishing companies and technical firms. She has helped create presentations for Congress and the Joint Chiefs of Staff.

After working on over a hundred government proposals, she devised a way, using automation, to create most of a federal government proposal instantly. She directed promotional videos for actors in a casting network. She designed and produced a newspaper covering Latin America. For 17 years Patty has worked on call at an environmental science firm, helping to produce Environmental Protection Agency and Army Corps of Engineers publications. At Hughes Training, she worked on manuals for fighter pilots. For the U.S. Aid for International Development, she reorganized and rewrote a book on threats to aquatic wildlife in Africa. She wrote text and managed marketing for a company selling equipment for semiconductor production and superconducting research, dealing with customers in Japan and Europe. She has done design and layout in Spanish, including a proposal related to the expansion of the Panama Canal. For the Construction Specifications Institute, she designed and produced manuals that set national standards for architects. Patty did market planning, writing, and design for a distributor of Sony, Panasonic, and Houston Instrument engineering and graphics equipment. For a Department of Justice ad campaign to prevent job discrimination, she helped produce a series of ads and brochures. For Freddie Mac she created training manuals for seminars. As part of the military's Base Realignment and Closure, Patty designed, produced, and edited the publications describing what renovations were needed for military base schools. She designed the magazine for Meals on Wheels. She also teaches classes in media production, illustration, and acting.

But the world of television, radio, and newspapers that she originally trained for no longer exists. In 1995, two years after the web browser was invented, she started to study and use this amazing new medium. Dial-up internet limited web designers to text and a few pictures. But broadband . . .

Patty's focus now is on bringing web design to a wholly different level, both creatively and technically. She researches the best way to communicate and sell online, including how to sell creative work directly. Patty also works extensively in the fine arts--drawing and painting--and utilizes this and her video background in finding the real potential in this infant medium: web pages that are art, online videos that move beyond choppy talking heads. Most important, web sites that *work*. Because every media production is trying to get the viewer to do something--take action or buy something or think about something differently. Patty creates media that works.

Clients for Patty's creative and production work have also included Wang Government Services, Science Applications International Corp., Pacific Architects and Engineers, and Northrup Grumman Corp. Federal agencies also include Department of State, Department of Health and Human Services, National Science Foundation, Department of the Army, Coast Guard, Department of Energy, Federal Aviation Administration, National Institutes of Health, and Department of Agriculture.



What makes an advanced, highly effective website?

Thinking through everything that happens when a person starts looking for it. Is it easy to find? What is the first impression visually? A web site needs to look professional in a way that fits the content. It's even better if it looks amazing.

Then what? Can the viewer find what he or she wants easily without wasting time? Does the site look clean, and is its organization very easy to understand? Think of the Yahoo site and the Google site. Which one is more popular? Is the writing clear, to the point, and interesting? Can the viewer send an email easily? And get an *intelligent email back quickly*? If the site sells something, is it easy to find, understand the cost, and place the order? How quickly and efficiently does the order go out, and is it exactly what the customer expected? Does the seller follow up with the customer? Does the company that is either informing or selling survey viewers regularly to keep on track? And how does all this work in a back-to-basics economy?

These are the elements of web design that Patty has been researching and testing for years. She has found ways of

efficiently handling the production of web sites, utilizing her extensive project management skills in video and print. She has created streamlined, easy-to-use designs that go over well with a site's customers. Patty has developed writing techniques that fit an interactive medium, paying close attention to what is too often ignored--how the site is written. She has worked out ways to manage customer inquiries and online sales to ensure that customers get what they want immediately with no hassle. She has done extensive research on what customers want to buy online, what information they need, and how that information should be presented. Patty has looked closely at what approach is most effective for informational sites and those selling services. She has also worked out how to manage the financial end of web-based enterprises to ensure, via careful organization, that they are profitable.

## Projects

*Green Living.* [www.pbzproductions.com/green/](http://www.pbzproductions.com/green/). At a time when Americans are trying to live more green and on less money, this site provides step-by-step instructions on exactly how to do so. It includes pages on how to manage household finances, cut expenses drastically, and earn more. The site also covers how to have solar installed and how to grow food. It explains what is really happening in the economy today, and what to do about it. Patty wrote the text, designed the pages via DreamWeaver, and created the images via Corel Draw and Gimp photo editor.

*PBZ Productions, Inc. eBay sales.* Patty gained much of her knowledge of e-commerce from selling on eBay, learning how to write copy, deal effectively with customers, manage inventory, and handle online transactions. She found how keywords work most effectively. She developed ways of tracking sales and of ensuring that customers were satisfied. Online marketing is very sensitive to anything going wrong, since a dissatisfied customer no longer tells, on average, ten people about the problem, as in the past, but ten million. Difficult as it is to make everything go perfectly, this situation also provides enormous opportunity since so few competitors are well organized. Those competitors seldom realize that what appears to be an impersonal medium is actually very dependent on person-to-person contact done just right. She produced photo and description pages in templates she made in HTML code, created graphics, and shot and edited photos.

*PBZ Productions, Inc. classes.* [www.pbzproductions.com/classes/](http://www.pbzproductions.com/classes/). She wrote, designed, and produced this web site that promotes her classes and regularly provides information to her students. She photographed and scanned images, cropped and adjusted them in a photo editor, and worked directly in HTML code to create and update the site. She used script from a Javascript library to produce an online slide show of her own artwork, and uploaded art galleries of her students' artwork. Customers have responded positively to its ease-of-use and overall look.

*Sold It, LLC.* 5/07. She wrote item descriptions and helped manage sales for this e-commerce business, using copywriting techniques that made the text both easy to read and convincing to the customer.

*GeoLogics.* 8/98. She converted files to JPG and PDF for use on the web.

*21st Century Software.* 4/98 to 5/98. Patty designed, illustrated, and produced this site (Corel Draw, Web Designer) that was to be first used by potential employees and beta-testers, then expanded to attract potential customers and press contacts.

*Spring-Mar.* 2/97 to 3/98. She organized, wrote, designed, and produced this web site, including uploading files and troubleshooting. The site promoted and provided a schedule for this nonprofit organization.

*Quyem Systems, Inc.* 11/96 to 12/96. She wrote and organized web tech support text for netViz, a software application used to diagram and document computer networks. Patty developed the list of common problems and their step-by-step solutions, with all information verified by internal tech support. She created a sample flow chart (GIF illustration via Corel Draw) as a way to explain more complicated solutions.

*Executive Presentations, Inc.* 10/95. She produced on-screen forms for online law school applications (Corel Draw).

*Walcoff & Associates.* 8/95. Patty did illustrations for web pages (Corel Draw).



While earning her degree in Radio/Television/Motion Pictures at UNC-Chapel Hill from 1977 to 1981, Patty learned in-depth, hands-on skills in directing, scriptwriting, camera operation, lighting, editing, and audio. She wrote, directed, and worked on the crew of several productions. She later took coursework in video cameras, lighting, audio, and editing at Fairfax Cable Access Corporation, and has attended seminars in interactive media and audio technology. Because the web now uses video, the field has boomed in volume and creativity, and she plans to use this training to find what web sites can really do.

## Projects

*Old City Group Inc.* 5/85 to 12/86. As part of the marketing strategy for ad agency clients, she wrote television and radio commercials and managed productions. She used ratings information from television and radio stations to carefully plan targeted campaigns.

*Encore Casting.* 12/85 to 12/86. Patty directed and managed the post-production of 60 actor promotional videos. She first auditioned actors, then screened and tracked the photos, music, actors' previous work, and new video shoots that went into the acting portfolios.

*Department of State.* 11/85. She set up shots and operated audio equipment for an instructional video for Department of State employees on how to process passports.

*Impact Advertising, Inc.* 5/84 to 4/85. Patty wrote and coordinated the production of radio and television commercials for Iverson Mall, Bootlegger Shoes, Jacobs Gardner, Sanz School, and others. She did media research and ad placement.

*American Telecommunications Corp.* 2/83 to 8/83. She wrote, directed, and edited a weekly television program cablecast in the Research Triangle area in North Carolina. She supervised a 20-member production crew and 40-member cast. She used or directed the use of cameras, lighting, audio equipment, and switcher, including set-up and troubleshooting.

## *Related Skills*

Patty has done writing, directing, and editing of audio, including radio commercials and public affairs programming. She has also studied music, and utilizes this knowledge when incorporating music into audio and video productions.

Over the last two years, Patty has directed children's theater as part of teaching drama classes. She has written scripts, done casting, and run rehearsals. She managed props, sound effects, and costumes. Her young actors have successfully performed many plays in front of audiences.



Make it read well. Make it look good. Make it organized. Make it work. And do it on time.

A wide variety of clients have come looking for Patty to do just that, including technical firms, publishing companies, government contractors, associations, ad agencies, financial firms, printers, and more. She can handle, or coordinate, the whole life cycle of a publication: research, writing, editing, design, illustration, and layout.

## Projects

*Tetra Tech.* 5/92 to present. For many years, she has worked on call for this environmental engineering and consulting firm, doing layout, template set-up, and illustrations for Environmental Protection Agency, Army Corps of Engineers, and other clients. As a member of a publishing team she has helped produce proposals and government publications, using InDesign, Corel Draw, MS Word, Acrobat, PageMaker, Ventura, and WordPerfect.

*Aldersgate United Methodist Church.* 2/07 to 3/07. Patty designed, set up templates for, and produced publications. She introduced professional-level design, the use of visual elements, and a streamlined production into this church that is also a center of the community with its preschool, theater, musical performances, and dinners.

*Baker and Associates.* 10/05 to 2/06. At this architectural and planning firm handling federal contracts, she redesigned the look and production method of books that described what renovations were needed at military base schools. The publications, made in InDesign, covered how changes in the number of students because of Base Realignment and Closure affected the schools. They provided highly detailed information, via text, tables, and photos, of what was needed for the building structures, heating/AC, parking, roads, plumbing, and other elements. She also redesigned and produced the company newsletter, which included extensive photos. Patty did coordination, editing, proofreading, design, and layout, with text and all other information coming from architects and planners.

*American Statistical Association.* 10/06. She designed and produced magazine ads and a newsletter (InDesign, PhotoShop).

*Wang Government Services, Inc.* 7/00 to 9/00. Patty worked on proposals to federal agencies for this company providing computer security. She created PowerPoint slide shows as part of these proposals, and designed ads, a newsletter, and other publications. Skills included coordination, writing, editing, design, illustration, and layout via MS Office, InDesign, and Corel Draw.

*Premier Technology Group.* 7/00. She created a Powerpoint slide show for a Coast Guard proposal.

*Construction Specifications Institute.* 4/95 to 9/98. She did design, page layout, and revisions for construction industry reference books used in the U.S. and Canada: Key Word Index for *Manual of Practice*, *MasterFormat*, *UniFormat*, and *Guide to Preparing Design and Construction Documents for Historic Projects*.

*Science Applications International Corp.* 7/92 to 9/93. 7/98. She designed and produced full-color booklets and brochures (Quark Xpress, Freehand, Illustrator). Patty also helped produce proposals and other documents for Environmental Protection Agency (advanced WordPerfect).

*Amex International Inc.* 7/96 to 8/96. 4/98 to 6/98. Patty organized and rewrote a U.S. Agency for International Development book on problems faced by aquatic wildlife in Africa. She edited/rewrote and designed several chapters of *Basic Guide to Using Debt Conversions*, a USAID publication on how developing countries and nonprofits use this financing strategy. She also worked on the production of USAID books on East African agriculture (PageMaker, WordPerfect).

*All-American Printing.* 8/97. She designed and produced corporate identity materials (Quark XPress, PageMaker, and Illustrator).

*Walcoff & Associates.* 9/92 to 8/97. On a regular, on-call basis, Patty did illustration, design, and page layout for projects such as U.S. Department of Justice newsletters, ads, and brochures; Environmental Protection Agency posters; and Job Corps brochures. She helped produce proposals and other documents for Department of Health and Human Services, National Science Foundation, Department of Energy, and Environmental Protection Agency. (Corel Draw, PageMaker, advanced WordPerfect)

*Visma Americas, Inc.* 4/97 to 5/97. She organized, wrote, and produced the corporate design guide for this software firm (Quark Xpress).

*Freddie Mac.* 2/97 to 4/97. She produced and did troubleshooting of seminar training manuals (MS Word). 7/92 to 9/92. She helped with a major seminar for lending institutions by designing and producing the training manual and promotional materials (Ventura, Corel Draw, WordPerfect) and providing feedback to the presenters during practice.

*Curtis & Company.* 9/96. She provided consulting assistance with Federal Aviation Administration publications to be produced/distributed in MS Word, Quark Xpress, and Envoy.

*Pacific Architects & Engineers.* 8/95, 9/96. Patty helped produce and illustrate proposals (WordPerfect, Corel Draw).

*Hughes Training.* 8/96. As part of a team, she produced illustrated documentation for military flight simulators (MS Word).

*Northrop Grumman Corporation.* 8/95. She did production and troubleshooting of a WordPerfect proposal converted from MS Word.

*Resampling Stats, Inc.* 1/95 to 3/95. Patty designed and provided a template for their software manual (WordPerfect, Corel Draw).

*Watermark Design.* 11/94. She produced a National Institutes of Health publication in PageMaker.

*The Borden Group Inc.* 6/94 to 8/94. She did writing, design, illustration, and page layout (PageMaker and Corel Draw) on several pre-press projects, including a 40-page magazine and conference promotional brochure for National Association of Meal Programs, newsletters and a brochure for the American Federation of Home Health Agencies, and a child abuse prevention brochure for Fairfax County Human Services.

*Garruba Dennis Design.* 7/93. Patty provided consulting assistance with adapting brochures and ads to Ventura for Urban Land Institute.

*VIP Systems, Inc.* 6/93. For this client facing days of production turning footnotes in WordPerfect into footnotes in Ventura for a large document, she automated the process and made the conversion instant.

*Mathtech Inc.* 2/93. She did illustrations for an on-screen presentation for Federal Aviation Administration (Corel Draw).

*Electronic Data Systems.* 2/93. She produced proposals for federal systems integration clients (advanced WordPerfect).

*Innolog, Inc.* 11/92 to 12/92. She illustrated proposals for Department of the Army (Corel Draw).

*AmerInd, Inc.* 10/92 to 11/92. Patty helped produce proposals for federal systems integration clients (advanced WordPerfect, FreeLance).

*Times of the Americas.* 2/91 to 3/92. As production manager, Patty redesigned the look and production procedures of this 24-page, semimonthly newspaper on Latin America. She wrote headlines and photo captions, designed pages, coordinated text and images going into the newspaper, and did most pre-press production (Ventura). Methods she introduced included careful tracking of photos and electronic text files, the use of strong visual elements on pages, and automating the production, to some extent, so that stories imported to the layout program already were formatted. She also designed and produced the media kit promoting the paper to advertisers.

*Dyna Rep Company.* 10/91 to 11/91. She handled concept, writing, design, and production of a brochure for a firm marketing electromechanical components (Ventura).

*Callahan and Associates.* 6/91 to 8/91. She did pre-press production of a two-color newsletter (PageMaker).

*Forte Group.* 6/91. She did training, consultation, and set-up via WordPerfect macros for a Department of Agriculture publication.

*Dyna Rep Distributors, Inc.* 7/90 to 1/91. As Marketing Manager, Patty coordinated, wrote, edited, designed, and produced catalogs, direct mail, and ads that promoted advanced computer peripherals used in engineering and computer graphics (PageMaker, WordPerfect). This Mid-Atlantic distributor sold products manufactured by Houston Instrument, Panasonic, Agfa, Mitsubishi, and others.

*Commonwealth Scientific.* 2/88 to 7/90. As Marketing Administrator, she corresponded with Japanese and European engineers regarding electromechanical systems used in manufacturing and research by IBM, Sony, and other firms. She assembled the information from mechanical, electrical, and software engineers. Patty designed and produced publications (Ventura, WordPerfect), and wrote a product catalog. She put together an automated system for tracking prospective and current clients that included detailed information on the system required. Later, as Documentation Specialist, she redesigned the look and production method of the customized system manuals, greatly decreasing their production time.

*Old City Group Inc.* 5/85 to 12/86. As Account Executive/Copywriter for this ad agency, Patty did market planning, writing, and coordination of broadcast and print advertising. She also wrote brochures, press releases, and work proposals for business-to-business, restaurant, and retail clients. She worked directly with clients to find the most cost-effective way to reach sales goals.

*Impact Advertising, Inc.* 5/84 to 4/85. She handled pre-press production coordination of ads and brochures at this ad agency that worked for retail, restaurant, and financial clients.

*The Arts Journal.* 5/78 to 8/79. As a newspaper reporter, Patty wrote articles and edited news releases and columns. She covered the arts in Western North Carolina, writing about music, dance, architecture, and the visual arts. She did extensive interviews, and also helped produce the paper by proofreading and organizing materials.



*Rolling Valley and Hunt Valley Elementary Schools.* 9/05 to present. Patty teaches skills used in media production, such as illustration and acting, to children aged five to 13. She prepares lessons that push the children to adult-level abilities while having fun. Her popular art class, "Cartooning and More," focuses on college-level drawing skills, including freehand drawing, shading, and composition. She publishes the children's work on her "classes" web site. From 9/05 to 11/07 she taught the classes through Fairfax County Park Authority.

*Michael's Stores, Inc.* 8/07 to 10/07. She taught painting skills to beginning adults by creating decorative painting projects, demonstrating the painting methods, and helping the students learn step by step. Skills taught included

how to plan a project, create the initial image, handle the brush, use shading techniques (including one-stroke), and varnish the finished piece.

*Rolling Valley Elementary School.* 9/04-1/05. She worked as a volunteer assistant in the school art class, helping fourth and fifth graders learn drawing, pastels, pottery, and fiber arts.

*Computer Learning Center.* 11/94. Patty taught a hands-on class, Introduction to WordPerfect for Windows 6.0, to CLC company executives and other headquarters personnel.

*The Borden Group Inc.* 1/93, 7/93. She taught four hands-on seminars: Introduction to Desktop Publishing (methods and technology), Introduction to PageMaker, Advanced WordPerfect, and Drawing Techniques with Corel Draw.

*VIP Systems, Inc.* 10/92, 12/92. Patty provided two hands-on seminars: The Ventura / WordPerfect Alliance for Producing Publications, Manipulating Database Information for Ventura Import.

*JWP Information Services.* 5/92. She taught a seminar to federal employees, Introduction to WordPerfect.

*Forte Group.* 6/91. She provided hands-on instruction in using customized WordPerfect macros to employees so they could produce a Department of Agriculture publication.

Patty informally instructed employees in computer and graphic skills at the following work sites: Wang Government Services, Commonwealth Scientific, Construction Specifications Institute, Freddie Mac, Curtis & Company, Hughes Training, Resampling Stats, Garruba Dennis Design, and Times of the Americas.