

BOB FLECK

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Objective

Staff or contract position in management as a liaison between non-technical executives and technical staff to facilitate best practices in deploying all types of media content.

Qualifications Summary

A proven media professional with deep and wide experience in all phases of digital and new media project management.

Digital asset specialist for film, legacy, tape and file-based formats. I can draw on decades of supervising creation, duplication and delivery of high quality broadcast, syndication, streamed and home video materials. Expert at matching client requirements with tailored service and resource solutions.

Administrative and management skills include contract administration and review, team management, promotion and public relations.

Well versed in all stages of both online digital and traditional media projects, from conception through planning, production, post production, distribution and promotion of online and broadcast video, film, audio and print.

Technical Skills

- Evaluation of all types of video and audio source materials for distribution, element restoration or quality assurance, including levels, digital and analog artifacts and all technical variance from appropriate standards
- MS Office Suite -- Excel, Word, PPT
- Contract evaluation and contractor supervision
- Writer & editor for both creative and technical materials
- Fluent in German, conversational Spanish, limited French

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Experience

2008 - present

Online Game & Website Management

Club Pony Pals

Successfully researched and then originated successive option agreements and extensions that ripened into a net points deal with Scholastic for all non book rights to a 44 volume series that sold 15MM copies worldwide.

Created experiences that generated momentum and converted 270K global members into brand advocates and evangelists who generate word of mouth, viral marketing, peer recommendations.

Public Relations -- social media architect who created and maintains a balance of message content, reach and frequency to manage a balanced public awareness level by using Twitter, Facebook, email, newsletter and e-magazine formats.

Also:

- Perfected both trademark and copyrights for the brand
- Created and ran a Content Management System (CMS)
- Managed MySQL database
- Supervised HTML and Flash asset creation by teams in Minnesota, Texas and California
- Supervised site QA and UIX testing
- Created Search Engine Optimization and Search Engine Management campaigns
- Installed and tested using Google Analytics
- Oversaw site migration and updates on cloud servers
- Designed custom sandbox and site deployment system that made code upgrades and changes seamless and secure

1993 - present Post Production Consultant

12,000+ current releases and library reissues/restorations evaluated for

- Universal Home Entertainment
- Universal Television
- THX - Universal, Fox, Paramount, Sony
- Warner Home Entertainment
- Perception DVD, LLC - MGM, Mattel, Universal, Fox
- Laser Pacific - New Line, Paramount, Warner

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1998-2008 Independent producer at Fleck.TV, LLC

- 2008 - Producer "Gordon Goodwin Big Phat Band" for Immergent
- 2007 - Producer "Unseen Army" pilot for AMC about screen battle specialists starring Jim Dever
- 2006 -2007 Conference Panel Producer
NexTV - User Generated Content as Development Tool
Panelists:

Peter Micelli	CAA
Tony DiSanto	MTV
Brent Zacky	E!
Jason Meil	Current
Wayne Goldstein	Sony Pictures TV
Rob Bennett	Microsoft
- 2006 "Beginner's Guide to Raising & Showing Chickens" world's best selling chicken video DVD
- 2006 - "Out of the Burning" - LA County Fire Wildland Division doc about animal evacuation in LA during fires
- 2005 - 2006 - Creator & producer "Paint" for GSN (Game Show Network)
- 2005 - "Miss Rodeo America" pageant pilot
- 2005 - Director, producer, writer, editor DVD for Straus Family Creamery
- 2004 -2005 - Director, producer, writer, editor "Hot Boat- Havasu Heat" reality docu-soap pilot for Outdoor Life Network
- 2003 "Sports Scene" syndicated sports series
- 2002 Chevrolet Dealers Assoc. 6 spot series "Trust is Something You Earn"
- 2001 Producer "Women & Horses" documentary, winner at NYIFVF
- 2001 Producer "Vaqueros, America's First Cowboys"
- 2001 "Four Feet on the Beat" - K9 and Mounted Police pilot
- 2000 - "Fatal Harvest" VPK
- 1998- 2001 - Producer "Hand to Mouth" documentary
- 1999 Feature Film Post Producer "Bao" Best Asian film, managed workflow from exposed 35 negative and DAT through Avid edit, sound re recording, music supervision, mixdown, layback, matchback, negative cutting, print timing, film release prints, telecine transfer to DigiBeta, SD DVD mastering

References

- Mark LaCava, General Manager, Perception LLC 818 842 6577
- Kip Sears, Business Continuity/Operations, NBC/Universal 818 777 6816

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Equipment Use & Supervision Experience

Telecine

- Rank Mk III
- Ursa Diamond
- C-Reality
- Spirit 4k/2k/HD

Color Grading

- DaVinci TLC/2K/2K Plus (hardware based)
- Blackmagic/DaVinci Resolve (GPU-based color grading and digital mastering system)

Film Scanners

- Arriscan
- Imagica
- Filmlight

Film Recorders

- Arri digital film recorder - RGB laser based

Digital Intermediates

File Based Workflow

- ACES - Academy Color Encoding Specification
- IIF - Image Interchange Format

Feature Film Restoration

- Kodak imaging center - Cineon
- DVNR - Digital Vision (Image Systems)

File Based Quality Control

- Amberfin

Non-Linear Edit Systems

- Avid
- Avid Symphony
- Axial

Videotape Formats

- Sony D1, D2
- Panasonic D3, D5
- BetaSP, BetaSX, MPEG IMX, DigiBeta
- Sony Hdcam
- HDcam SR
- HDD5

Legacy Videotape formats

- VHS
- Betamax
- Hi8
- U matic NTSC/PAL/SECAM
- U maticSP
- Ampex DTS
- 1" C
- 1" B (Bosch)
- 1" A (Ampex)
- 2" Quad

Film Stocks

- Super 8
- 16 Negative & Reversal
- 16 Single System
- Super 16
- 35, various perf configurations
- Super 35
- 65/70

Audio/Sound

- DAT
- Nagra
- ProTools

HD Cameras

- Red
- Arri Alexa
- Sony F65

Film Cameras

- Arriflex
- Panavision
- AAton 35-III