

# JAMES A. KERN

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Creating "city-meets-beach" synergy of multicultural sophistication blended with gritty, playful energy

## CREATIVE STRATEGY / PROGRAM MANAGEMENT / INTERACTIVE MEDIA & FILM

INTEGRATED & EXPERIENTIAL MARKETING / PRODUCT INTRODUCTIONS / MOBILE MARKETING & TRAINING TOURS / CORPORATE MEETINGS & EVENTS / STRATEGIC PARTNERSHIPS / CROSS-CULTURAL PROJECTS

**CREATIVE STRATEGY:** Director of multimillion-dollar marketing campaigns for Fortune 500 clients in automotive, pharmaceutical, technology, sports, and entertainment areas.

- Key Project: Produced Toyota's "Highway to the Future: Mobile Hybrid Experience," a **\$13M tour** (150+ events / 48 states): **Tour won 2007 Gold Ex Award.**

**PROGRAM MANAGEMENT:** 15+ years leadership managing teams of 5–50+ in cross-functional creative roles: executive producer, technological strategist, promoter, trainer, speaker, coach, and media director.

- Key Project: Led **critical-path win of multimillion-dollar, three-year contract** for marketing for Hyundai (*Jack Morton Worldwide*).

**INTERACTIVE MEDIA / FILM:** Possess unquenchable passion for creative expression and new technology. Developed, produced, or originated **150+ films and videos, website, and custom applications** for corporate and entertainment clients.

- Led projects in Cuba, Mexico City, New Zealand, Barcelona, Jordan, Beijing, and Bangladesh. Recognized with awards such as **CINE Golden Eagle.**
- Offer top skill in Microsites, streaming video, mobile, and custom data-collection.
- Launched own award-winning "urban-focused" film company, Milagros Urbanos, Inc.

### PROJECTS OVERVIEW

... contracted projects with following companies ...

#### CREATIVE DIRECTOR / MARKETING STRATEGIST

CAMPOS CREATIVE WORKS	2008 – 2009
JACK MORTON WORLDWIDE (JMW)	2007 – 2008
THE GEORGE P. JOHNSON COMPANY	2006 – 2007
MARITZ INTERACTIONS	2005 – 2007

#### Other projects for ...

White Room, LA  
ASV, Inc.  
Brand Promotions  
Go Productions  
Dick Clark Comm.  
KBD Innovative Arts  
The Kenwood Group  
The Caribiner Group.

#### VIDEO DIRECTOR & EXECUTIVE PRODUCER, OWNER

MILAGROS URBANOS, INC.	1994 – Present
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#### CHIEF / CREATIVE DEVELOPMENT

CREATIVDESIGN GROUP, INC.	2003 – 2005
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### SAMPLE CLIENTS

<b>AUTOMOTIVE:</b>	TOYOTA, SCION, HYUNDAI, DODGE, MERCEDES BENZ, LEXUS, MITSUBISHI, HARMAN BECKER, ACURA, HONDA, SMARTUSA
<b>TECHNOLOGY:</b>	HEWLETT PACKARD, INTEL, COMPAQ, NOKIA, MICROSOFT
<b>SPORTS:</b>	NBA, AMA SUPERCROSS, BASS FISHING, BOXING, HARLEM GLOBETROTTERS
<b>ENTERTAINMENT:</b>	HOUSE OF BLUES, ACTIVISION, SONY, ABC TV, VARIOUS MUSICAL ARTISTS
<b>CORPORATE:</b>	AMGEN, HOME DEPOT, MILLER BREWING, RED BULL

### EDUCATION & TRAINING

**BA** (double degree), Psychology & Theater / Dance / Film / Video  
MIDDLEBURY COLLEGE, Middlebury, VT

**Diploma** (Film, Photograph, Visual Arts Focus) – full scholarship  
CROSSROADS SCHOOL FOR ARTS & SCIENCES, Santa Monica, CA

**Other Professional Development:** AICP Commercial Production Training, How to Get Corporate Sponsors, Shaking the Money Tree (AFI), How to Competition Proof Your Production Company, Guerilla Business School, Excellence In Media – PR / Interview Training

#### CREATIVE STRATEGY & PROGRAM MANAGEMENT

Corporate Brand Image  
Product Launches  
Direct Marketing  
National Sweepstakes  
Street Teams / Guerilla Marketing  
Viral Marketing  
International Diplomats  
Proficient in Spanish  
Auto Shows  
PR Press Events  
Sales Trainings  
Consumer Tours  
Sports / Motor Sports  
C-Level Executives  
Children Events  
Trained Animals  
Nightclubs & Theatrical  
Urban Culture / L.A. Lifestyle

#### INTERACTIVE MEDIA:

Live Streaming Video Technology  
Flash Animated Websites  
Online Data Collection  
Real-Time Lead Generation  
Custom Software Development  
Custom Hardware Configurations  
Ad-hoc Wireless Network  
Mobile Handsets / Tablet PCs  
Web Video Formats  
Video Editing  
Multi-Camera Live Video Shoots  
Multi-Source Video Playback Displays  
Green Screen / Special EFX  
Custom LED Wall Configurations  
Automotive Running Footage  
Concept Music Videos  
Commercials / PSAs  
Real-People Testimonials

#### AWARDS & MEMBERSHIPS:

2008 Gold Ex Award  
CINE Golden Eagle Award  
Videographer Awards of Excellence  
Communicator Award of Distinction  
Independent Feature Project

## CREATIVE STRATEGY / PROGRAM MANAGEMENT

**Environments:** Press Events, Sales Trainings, Consumer Tours, C-Level Executives, Children's Events, International Diplomats, L.A. Lifestyle / Urban Culture, Nightclubs & Theatrical, Trained Animals, Real People Interviews, Auto Shows

**Strengths:** Corporate Brand Image, Online / Interactive, Direct Marketing, Product Photography, Street Teams, Guerilla Marketing, Viral Marketing, Spanish Proficiency

### MAJOR PROJECTS

**"TOYOTA HIGHWAY TO THE FUTURE: MOBILE HYBRID EXPERIENCE" / CREATIVE DIRECTION** (George P Johnson)  
*Mobile tour (150+ events / 48 states) with hybrid consumer test-drives.*

- Created, pitched, and activated \$13M interactive, museum-style immersive experience; oversaw custom build of two 52' mobile touring trailers and exhibits.
- Tour won 2008 Gold Ex Award.

**"HONDA FIT IN THE HOUSE" / CREATIVE DIRECTION** (Maritz Interactions)  
*Event marketing launch for Honda Fit in partnership with House of Blues with 25+ events at HOB clubs nationwide.*

- Managed HOB / Fit themed vehicle displays at Downtown Disney, Fit "HOB folk-art car" charity auction on eBay, and activation at multiple HOB locations.
- Developed extensive Flash website, print ads, and national sweepstakes.

**RED BULL "HANGAR 81" / MARKETING STRATEGY** (Brand Promotions)  
*Complete immersion experience for NASCAR audience.*

- Created ceiling projection theater, zip-line "wings" ride / photo-op, head-to-head action sports challenges, and glow-stick art photography souvenirs.

**TOYOTACROSS / CREATIVE DIRECTION, ACTIVATION** (Maritz Interactions)  
*Mobile touring fan experience and athlete support program for AMA Supercross, Motocross and Arenacross professional off-road motorcycle racing.*

- Designed and executed "custom" trailer, LED wall theater, national sweepstakes with instant winners, seat upgrades, Rider Lounge, observation deck, fan participation, and on-course vehicle displays.

**BASS FISHING TOYOTA PRO ANGLER TEAM INTRODUCTION PRESS CONFERENCE / CREATIVE DIRECTION, STAGE DIRECTION** (Maritz Interactions)  
*Indoor staged press conference.*

- Executed and organized multiple custom-wrapped Toyota trucks and Bass fishing boats, pyrotechnics, 100 foot-wide Kabuki drop, fishing highlights video, and event with ESPN announcers.

**AMGEN "ROCK THE COMPETITION" SALES TRAINING / EXECUTIVE PRODUCTION, ON-SITE ACTIVATION** (JMW)  
*Sales training for Amgen products.*

- Produced and scheduled rotations for 27 simultaneous break-out training rooms; created customized "Jeopardy" and "Doc-Detailing" role play for 120 physicians.

**HYUNDAI SONATA PRESS EVENT / EXEC. PROD. / CREATIVE DIRECTION** (cdg, Inc.)  
*Press event to introduce 2005 The Hyundai Sonata.*

- Shot "first ever" video of assembly plant in Montgomery, Alabama.
- Lowered Sonata from ceiling to create "high-impact" PR media moment.

### ADDITIONAL PROJECTS: (DEVELOPED AND / OR ACTIVATED)

Toyota NBA All Star Jam Session

Toyota NBA Rhythm 'n Rims Tour

Mazda Racing Experience

Suzuki "Way I Roll" Tour

Toyota "Venza Unleashed" Launch

Sony National Sales Meeting

Amgen "Ready To Rock" Sales Training

Intel CES Keynote Address

Acura MDX Sales Training

SmartUSA Auto Show Display

Lexus IS-F Launch

Kawasaki Dealer Meeting

ABC Television Experiential Marketing

Toyota Winter Dew Action Sports Tour

Hyundai "California Drive-in" Mall Tour

Hyundai Experiential Marketing (three-year contract)

Hyundai 2002 World Tour

Lexus Product Specialist Training Ride & Drive

## INTERACTIVE MEDIA, FILM & VIDEO

COMMERCIALS / MUSIC VIDEOS / PSAs / MOTION GRAPHICS / WEBCASTS / STREAMING VIDEOS / FLASH ANIMATIONS / LIVE CONCERTS / PRODUCT SHOOTS / REAL-PEOPLE TESTIMONIALS / EXECUTIVES & DIPLOMATS / INTERNATIONAL LOCATIONS

**Equipment:** Multi-Cam / Live Remote Trucks, Green Screen / Special EFX | Camera Cars / Automobile Rigs, Aerial Photography - Wescams & Tyler Mounts, Fisher Light / Turntable, Steadicams, Cranes & Jib Arms

**Skills:** Digital & Non Linear Post Production Supervision, Audio Recording / Mixing, Sweetening, Compositing & Rotoscoping, International Video Formats & Conversion, Grip / Electric, Custom LED Walls & Media, Multi-Source & Multi-Screen Playback & Switching, HD Shooting & Post Production, Live Streaming Video (Web Cast), Encoded / Archived Streaming Video

### MAJOR PROJECTS

#### INTEL CRAIG BARRETT

**KEYNOTE VIDEOS / VIDEO DIRECTION & PRODUCTION** (Campos Creative Works)

*Shot in Beijing, Bangladesh, and Jordan.*

- Interviewed executives, government officials, Nobel laureates, and children—and “real-people” testimonials—for Intel’s branding mission and outreach program.

#### NY AUTO SHOW “LEXUS HPX”

**PRESS INTRODUCTION / EVENT PRODUCTION, VIDEO DIRECTION** (cdg, Inc.)

*Cinema style Panavision HD product footage and studio shoot on 18-plasma screen.*

- Incorporated Fisher Light and turntable, multi-source video switcher, and programmed playback to create a 18-plasma video mosaic sculpture.

#### MILLER BREWING NATIONAL

**DISTRIBUTOR’S MEETING / FILM PRODUCTION, POST PRODUCTION** (AHA, Inc.)

*21 commercial-style vignettes.*

- Shot (in ten days) on 16mm film at diverse L.A. retail and lifestyle locations.

**SCION.COM / DIRECTION, PRODUCTION, WEB ENCODING** (cdg, Inc.)

*Live concert clips with Biz Markee, Grandmaster Flash, World Class Wrecking Crew, Guru, Dakah Hip Hop Orchestra, and Saul Williams.*

- Created streaming video: multi-camera shoots that were edited and encoded for Web series featuring “old-school” hip-hop.

**MITSUBISHI SEMA PRESS EVENT VIDEOS / VIDEO DIRECTION** (Go! Productions)

*Vehicle product running footage and photography.*

- Utilized Shotmaker jib-arm for car-to-car shots, edited video mixed with motion graphics for live show and product b-roll footage for media broadcast outlets.

**LEXUS AUTO SHOW LEAD GENERATION** (cdg, Inc.)

**& VIDEO STREAMING / DIRECTED TECHNICAL DEVELOPMENT & DEPLOYMENT**

*Real-time lead generation on tablet PCs.*

- Oversaw development and interface design of custom software applications and hardware configuration for tablet PC and mobile handset data collection.
- Utilized custom technology to operate robotic multi-camera live streaming video.

**LEXUS.COM/US OPEN / SHOW DIRECTION, LIVE WEBCAST PRODUCTION** (cdg, Inc.)

*Live talk show webcast from US Open of Tennis, hosted by Barry McKay and featuring Andy Roddick, and John McEnroe.*

- Enhanced brand experience with custom website and daily streaming video.

### ADDITIONAL PROJECTS:

#### Interactive / Mobile Media

Program Websites (Flash / HTML)  
Online Lead / Data Collection  
Personalized Digital Downloads  
Social Network Marketing  
Touch Screen Kiosk Interfaces  
Text To Vote / Text To Win  
Text Message Flash Mobs  
Text Graffiti Boards

#### Vehicle Product Shoots:

2007 Hoda Fit  
2005 Hyundai Sonata  
Hyundai HCD-8, Portico, Tucson,  
& Fit  
Hyundai FCV Santa Fe  
Lexus IS, ES, & GS  
Dodge SRT-4

#### Commercials / PSAs (Milagros Urbanos, Inc.)

AT&T  
Miller Beer  
Geo Metro  
Harlem Globetrotters  
1-800-CLEANUP  
American Indian Health &  
Services

#### Music Videos & Live Concerts:

Buddy Guy  
Helmet  
Jay-Z, Busta Rhymes  
The Bacon Brothers  
Detroit Cobras  
DISC MAKERS Battle of the  
Bands World Series (TV Pilot)

#### International Business Development:

Film and TV Entertainment  
Programs in Cairo, El Gouna,  
Amman, Mexico City, Beijing