



Joel C. Knoop

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BACKGROUND SUMMARY: Experienced professional with a diverse career that includes a wide range of production functions including production management, camera work, Steadicam operation and assist and many aspects of sound recording and mixing. Having been a business owner, I understand the importance of capitalizing on time and asset management and delivering the product under budget and on time.

STRENGTHS / EXPERIENCE

Video Production

Examples:

- **Mutual Of Omaha's Wild Kingdom:** Directed & produced 5-minute sales video & :30 spot for Wild Kingdom Adventure Tour.
- **Journey Homes - A Portrait of A Home Builder:** Co-Wrote & Produced 1/2 hour infomercial aired locally in Colorado

Camera Operator

Examples:

- **Innerguson Engineering Corporation:** Wrote, shot, and edited 10 minute promotional video.
- **World hunting Association:** Shot 2 week tournament for World Hunting Assoc. for for internet broadcast.
- **Marie Osmond:** Shot live concert for Marie Osmond.
- **Champion Chrysler Jeep Dodge:** Shot 4- 30 sec spots for Champion CJD of Indy.

Assistant Camera

Examples:

- **Papa Murphy's - Bad Choice:** 60 sec. national TV- Panasonic Varicam HD.
- **Vital Signs:** (Emmy® nominated) medical reality mini series - local CBS
- **Kmart:** NY fashion show marketing piece. Panasonic AG-dvx100 24p.

Steadicam Assistant

Examples:

- **Drive a Champion:** half hour dealership program – Panasonic Varicam HD.
- **Vital Signs - Chicago:** (Emmy® nominated) half hour medical mini-series aired locally on CBS.

Audio Production:

Post Examples:

- **Worth it All – Memoirs of a Missionary:** (Movie about missionary family shot down in Peru) Audio post - pro-tools.
- **Henry Ford Health System:** Creation & edit of radio spots for "I Can" campaign. –Pro Tools

Live Examples:

- **Hardball MSNBC:** live satellite feed for Hardball.
- **Carmano's Cancer Foundation:** Live audio for event.
- **GM (Chevy / Hummer):** Audio displays for Houston Auto show

Location Examples:

- **Penn Vital Signs:** (EMMY® WINNER) location sound - medical reality mini series - Philadelphia - (ABC)
- **National Black Caucus:** location sound - Jesse Jackson Interview
- **PBS - Plein Air:** location sound - documentary – 35mm.

Music Production

Examples:

- **Minds of Medicine:** Scored original 2 minute piece - used on Emmy® award winning, medical, reality mini series.
- **D.C. Talk:** Traveled with band setting up staging and show at various venues.
- **Hootie & Blowfish / Huey Lewis & the News:** Set up staging and show for the Masters golf tour.

Workshops / Education

Steadicam: completion of Steadicam workshop on 2/20/05 in Chicago taught by Janice Arthur (Groundhog day, The Untouchables, Chicago Hope, ER.)

Detroit Film Coalition: continuing education through classes offered by the Detroit Film Coalition.

Software & Equipment

Software: Final Cut Pro, Pro-Tools, After Effects, Compressor, Motion, Photoshop, Illustrator, InDesign, Flash, Mac Tiger OS X, Windows XP, Keynote, Word, Excel, Power Point, Entourage, Snapz Pro, Toast.

Equipment: Macintosh computers, Pro Tools, Mackie mixers, Allen & Heath mixers, Shure fp-33, Sound Devices 442, Sennheiser – Lectrosonic – Countryman – Shure mikes, Deneke TS-C time code slate, Fostex PD-4, Cannon XL-1, Panasonic DVX-100a, Panasonic Varicam, Panasonic HVX-200, Data Video Intervalometer & DV bank, Glidecam & Steadicam models, and many more...

Employment

Live Out Loud Productions Inc.

Warren, MI

President

Founded Live Out Loud Productions Inc., a full service video production company with an advertising twist. Responsibilities include producing, writing, and executing projects ranging from web design, TV and radio spots, to corporate video, editing & animating content as well as mixing audio for picture. Hiring freelance and part time employees as well as managing sales and strategic marketing.

Current

Evil Genius & O'Mara & Associates Advertising:

Saint Clair Shores, MI

Producer / production manager

Responsibilities include Managing creative job flow and expediting jobs by due dates. Making sure all technical information in TV and Radio spots are accurate, as well as inputting creative content. Responsible to recruit and produce voice over & on-camera talent. Responsible for budgeting and production of all TV and radio spots including half hour infomercials airing biannually. Assisted in implementing inter-office systems enabling coordination of job flow from offices in Nashville, Detroit and LA.

July 05-January 06

O'Mara Mendoza Advertising:

(Bought out by O'Mara & Associates)

Saint Clair Shores, MI

Associate Producer

Responsibilities included overseeing creative (both video and audio), making sure all jobs were flowing in and out of house on time, as well as trafficking all spots to radio and TV stations for air. Bridged the gap and facilitated change over as company lost one partner/creative director and gained another.

March 05 – July 05

Pin Drop Audio / Pin Drop Productions

Freelance Audio / Cameraman

Founded Pin Drop Audio & Pin Drop Productions, a freelance company delivering crystal clear sound for video, film and ENG, as well as freelance camera work.

Oct 01 - March 05

Daniel Brian & Associates:

Rochester, MI

Assistant Audio Editor

Began as an intern and was eventually hired on as an assistant audio editor using Pro-Tools. Responsibilities included location sound, recording voice over talent, editing radio spots for air, editing audio for television commercials, as well as assisting the primary Pro Tools operator in any way possible.

May 01 – October 01