

## GREGORY J. SIMOS

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**OBJECTIVE** A position, which would allow me to utilize the skills and knowledge that I have acquired in 20 years in the advertising/broadcast production industry.

**WORK EXPERIENCE** **Barber Martin Advertising** 1999 - Present  
Richmond, Virginia

Director, Broadcast Production

Responsible for managing producers and Broadcast Production Manager while maintaining the overall integrity and quality of all broadcast projects for the agency. Also responsible for day-to-day supervision and implementation of broadcast concepts, managing all stages of the production process. Partial client list includes:

- The Virginia Lottery
  - Rhodes Furniture
  - Cato Fashions
  - Various Banking Clients
  - Virginia Tobacco Settlement
  - Friedman's Jewelers
  - Adelpia Media Services
  - Various Automotive Clients
- Responsible for individual production budgets ranging from \$5,000 to \$800,000.
  - 2001 – Received “Professionalism” award for outstanding client/vendor interface.
  - 2004 – Received “Employee of the Year” award.

Broadcast Producer

Responsible for implementation of broadcast concepts for television and radio. Managed all stages of the production process including: Client presentation, bidding and budget management, director/production company screening and selection, post-production supervision, union and non-union talent negotiation, and music production while maintaining creative quality control and cost control, for all clients.

**InSight Production Services, LLC** 1998 to 1999  
Charlotte, North Carolina

Owner/Executive Producer

Worked for advertising agencies, corporate clients, and production companies in various freelance capacities including: Producer, director, cinematographer, creative consultant, and technical support crew. Clients include:

- Winston Drag Racing
- Lexington State Bank
- Autoallies.com
- Knott's Berry Farm
- I.B.C. Atlanta Olympic Games
- LHC/Mullen Advertising

**Archdale Advertising/Belk Department Stores** 1992 to 1998  
Charlotte, North Carolina

Director of Broadcast Production

Managed five-person, broadcast production department of in-house advertising agency for Belk & Leggett Department Stores, a 250-store, 14-state, regional, retail merchandiser. Developed and implemented annual corporate creative strategies and individual store group broadcast campaigns, in conjunction with merchandise divisions and upper management.

- Responsible for an annual production budget in excess of \$1.5 million.
- Conceptualized and produced over 60 television and radio commercials annually.

**Archdale Advertising/Belk Department Stores (Continued)**

Charlotte, North Carolina

Senior Writer/Producer

Responsible for conceptualizing and implementing creative campaigns for both television and radio projects.

- 1996 - Received "Pacesetter Award," which is given to the top 10% of Belk employees for outstanding performance.

**Harris & Love Advertising (Now Riester Advertising) 1986 to 1992**

Salt Lake City, Utah

Broadcast Producer

Responsible for all facets of television and radio production for clients including:

- Utah Travel Council
  - Blue Cross/Blue Shield of Utah
  - TCI Cablevision
  - McDonald's
  - Smith's Food & Drug Centers
  - Various Automotive Clients
- Produced television commercials for Smith's Food & Drug Centers, McDonald's and TCI Cablevision that were syndicated to other markets due to their success.
  - Produced direct mail video and television campaign for Smith's Food & Drug Centers that were featured in various editions of Supermarket News magazine.

Assistant Account Executive

Responsibilities included client interaction as well as specific project management. Acted as liaison between client and internal departments.

**Slick Rock Communications 1991**

University of Utah, Salt Lake City

Creative Director

Member of University Student Advertising Association chosen to attend the American Advertising Federation's, "National Student Advertising Competition" in Santa Fe, New Mexico. Oversaw creative development of an advertising and marketing plan for American Airlines. Presentation received first place award.

**EDUCATION**

**B.A., Organizational Communications**

University of Utah, Salt Lake City

**AFFILIATIONS &  
INTERESTS**

Richmond Ad Club  
Virginia Production Alliance  
Charlotte Film & Video Association  
Beta Theta Pi Social Fraternity  
Enjoy golf, skiing, photography, and creating great advertising.

**REFERENCES &  
WORK SAMPLES**

Available upon Request.