

ThomasMcDade

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THE HIGHLIGHTS

- **MOJO^{HD}**: as Director of Production & Senior Editor I played significant role in the marketing, development and execution of the launch and branding of MOJO^{HD}, a 100% Hi-Definition television network with nearly 7 million viewers.
- **Esquire Magazine**: “Esquire Reveals; What You Should About Women”. Co-producer, Cinematographer and editor on a series of High-Definition interstitials that were part of a cross promotion between MOJO^{HD} and Esquire Magazine.
- **Who Wants to be a Millionaire**: Producer and editor of weekly, daily, and generic promos for this nationally syndicated and internationally known game show.
- **UPS “Whiteboard”**: cinematographer and editor on a special series of Hi-Definition promotional spots in keeping with the highly recognizable whiteboard campaign established by the United Parcel Service’s
- **IrishMosaics**: Developed, produced, & arranged retail distributed for DVD with over three hours of interactive content. IrishMosaics was produced with the cooperation, of the Irish film Board, TG4 and Setanta Sports.
- **Malawi Children’s Village**: Producer, director, cinematographer & editor of a documentary focusing on HIV/AIDS and the efforts of an orphan care project in Malawi, Africa.

• view selected projects at thomasmcdade.com

MY HISTORY

Director of Production/Senior Editor

MOJO^{HD} & InDemand Networks, Manhattan NY - January 2005 – present

I led the editorial and post-production staff through the re-branding of MOJO^{HD}. I was part of a team that tirelessly developed, produced and the executed hundreds of network image & “anthem” pieces, show promos, interstitials, and sizzle & board reels for the Hi-Definition cable network with 7 million viewers.

My other responsibilities included a role in developing marketing strategies and 360° campaigns for our programming, I was the cinematographer for campaigns such as Esquire and UPS and I played a role in series and web content development, for a variety of brands at InDemand including: **MOJO^{HD} HowardTV (Howard Stern On-Demand) NHL, MLB, Esquire Magazine, USA Today, People Magazine, Comcast, Time Warner, UPS, Dos Equis**

Creative Services Producer/Director

New York, Los Angeles, Buffalo - January 1999 – present

Provided creative services for clients ranging from Fortune 500 companies to sole proprietors. I led creative teams, managed projects, and produced and provided creative direction from development through to completion. Projects include video, print, corporate video, DVD, broadcast television, motion graphics, events, and multimedia.

Clients include: BuenaVista Television, ABC Television, Righteous Babe Records, NHL/Buffalo Sabres, AT&T, Cornell University, Syracuse University, Xerox, Sheffield Pharmaceuticals, Janssen Pharmaceuticals, Hauptman-Woodward, Planned Parenthood, Roswell Park Cancer Institute, Kaleida Health Systems

Founder & Corporate Officer

Quintamar, June 2001 – March 2004

I incorporated Quintamar to develop, produce and establish retail distribute for IrishMosaics, a DVD with over three hours of indigenous Irish content. I was responsible for conceptualizing, developing, and branding IrishMosaics. IrishMosaics was produced with the cooperation, of the Irish film Board, TG4 and Setanta Sports. I was responsible for all aspects of production including acquisition of content, art direction, DVD development (interactivity and extra features) printed materials including promotional items, literature, web site, and DVD & VHS packaging.

Art Director

Full Circle Studios, September 1999 - January 2002

Responsibilities included the development, production and art direction of a variety of documentary, educational, corporate, and narrative video projects. In addition; I managed additional design staff, designed DVD interactivity, developed web sites, multimedia projects, and designed motion and still graphics. Additional duties included the development of promotional material, letterheads, business cards, logos, and multimedia presentations

EDUCATION

Bachelor of Arts, February 1991
State University of New York at Buffalo
Major: Communication

- Reel and portfolio samples may be viewed at thomasmcdade.com