



Alison M. Richards  
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**Work Experience** 20+ Years Industry related  
**Industry** Entertainment – Multi Media – Film & Video  
**Previous Employers** Mattel, Canuck in Venice, USC, UCLA, Kaiser Permanente,  
 California Teachers Association, Citibank, 3M (more on request)  
**Education** Simon Fraser University, Gastown Actors Studio, American Academy Dramatic Arts

### **OBJECTIVE:**

Independent film Producer/Director from Los Angeles California (previously Vancouver Canada) looking for challenging and unique opportunities in film, network, studio, corporate, educational or entertainment medias.

### **GOALS, STRENGTHS AND DIRECTIVES:**

- ❖ Dedicated to producing and directing socially responsible yet highly entertaining programming.
- ❖ Thriving on delving into uncharted territory where forward thinking projects emerge that effect positive global and local change.
- ❖ Specialties in medical, educational, and corporate productions, documentary writer, investigative journalist, and a past as a host/reporter for live-to-air variety show.
- ❖ Extensive familiarity, skills and knowledge across many genres and formats.
- ❖ Experience and collaboration with top leaders in many different arenas.
- ❖ Feature film work stretches past "real-life" scenarios to entertain and enrich.

### **SPECIALTIES AND SKILLS:**

Technical Director, Camera operator, Audio Engineer, Power Point and Graphics Designer, Switcher. AV and Meeting Planning for all types of events; live music, sports, corporate, industrial, charity (NPO), fund raiser, conference and seminars. Competently source and negotiate vendors for equipment, locations and sets. Hire and lead expert crew. Deliver product on budget and on time.

**ONLINE INDUSTRY SITES** – [imdb.com](http://imdb.com) credits and profile [LinkedIn](#)

**AFFILIATIONS** – Women in Film & Television, Independent Women Filmmakers, MENSA

### **EMPLOYMENT HISTORY:**

**CEO, Founder - The Film Co-Op** - Motion Pictures and Film industry  
 November 2005 – Present [www.filmco-op.com](http://www.filmco-op.com)

- ❖ Founded Film Co-Op to promote and support collaborative film making. Re-inventing the traditional studio/network technique and blending with independent style, Film Co-Op has pioneered a new breed of film making.
- ❖ Responsible for development and implementation of entire process including hiring and recruitment of members, marketing, advertising, administration, funding, production, development and leadership.
- ❖ Oversee the development and (co)production of all Film Co-Op projects

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**EMPLOYMENT HISTORY cont'd:**

**Producer Director - Canuck in Venice Productions** - Entertainment, Motion Pictures and Film industry - October 1996 – Present [www.canuckinvenice.com](http://www.canuckinvenice.com)

- ❖ Secure and maintain client base and oversee all aspects of administration.
- ❖ Development and production of projects including budgeting, finance, planning, design, production, post, marketing, sales and distribution

**SELECTED CLIENTS:** Bare Knuckles LLC, Mattel™, Bioware, Nike, California Teachers Association, Real Medicine, Citibank, Service Employees International Union (SEIU), City of Hawthorne, Hilton, Marriot, PSAV, Swank, Global Tech, Siemens, Contour Threads™, Temptation News, UCLA, Kaiser Permanente, USC

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**AV Broadcast Services Specialist – Mattel** Public Company; 2006 – May 2008  
In house AV Department, Global Line Review, Freelance Contractor

- ❖ Providing expert technical support for all aspects of Mattel's in-house and web based communications.
- ❖ Duties encompassed video, graphics and audio preparation, delivery, presentation and archiving.
- ❖ Worked directly with team leaders to provide expertise, development, design and coaching on presentations.
- ❖ Project manager for design, development and manufacture and installation of video kiosks for Barbie's 50th Anniversary.

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**PERSONAL SUMMARY** - *I prefer being a participant instead of a spectator. Some people wait for things to happen, some watch things happen...I choose to make things happen.*

- ❖ 30+ years proven experience in the business sector; including market research, corporate communications, media relations, video, film and multi-media production (broadcast/webcast), event production, technical direction and project management.
- ❖ Contacts and know-how in Canada and United States for various industries including retail, medical, telecommunications/media education, and manufacturing.
- ❖ Excellent computer, verbal and written communication skills.
- ❖ Able to work at all levels of production and project management.
- ❖ Leader, teacher and educator with patience and desire to help others achieve goals.
- ❖ Excellent negotiation and vendor management skills working with internal and external vendors (i.e., locations, crew, hotels, airlines, transportation companies, equipment and expendable suppliers etc.)
- ❖ Strong budgeting and estimating skills; preparing cost analysis, control project budget (ability to work within budget), strong research & analytical skills, reconcile production expenses and resolve any issues.

Ability to take initiative, assume leadership role and responsibility, work independently on multiple tasks in a fast-paced environment as well as work effectively within a team.

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**RECOMMENDATIONS:** Available upon request