



TELEVISION ARTS, INC

Resume
alex s. streyer
producer ■ director

35+ Years of Television Production Experience... And it's still FUN!

1987 - present

President / Owner / Freelance Producer-Director: Television Arts, Inc. (Clearwater, FL)

Please visit my website: www.tvarts.tv

In 1977 I began my television career sweeping floors and pulling cables for the NBC affiliate station, **WSFA-TV**, in Montgomery, AL. Since then, my career has taken me on a remarkable journey. I've traveled around the world at a record-setting pace, helped launch new product brands that are common names on store shelves everywhere and experienced how the lives of children in Morocco were changed forever.

For more than 35 years I have been successfully producing and directing commercials, videos, travel adventures... and just plain having FUN in this crazy, creative, mixed-up industry we call...television production. I've been fortunate to have worked on many successful national commercials, DR programs, travel series and corporate presentations and to have had the pleasure to work alongside amazingly talented professionals and team with great clients, companies and agencies.

Every new project offers challenges which energize me, fuels my commitment to creative excellence and drives my desire to make every production better than the one before. As a producer, my attention to even the smallest detail is resourceful and organized. I'm a real stickler for organization and preparation, without inhibiting the creative process, yet flexible to the needs of the production. As a director, I'm passionate about perfection, storytelling and bringing new ideas to life through innovation and creative artistry.

Technically, I'm experienced in all forms of media including HD and film. I have a strong background in all types of field production, as well as directing live and live-to-"tape", multi-camera studio and OB productions. Post production is one of my passions; supervising all stages including editing, graphics, animation and sound mixing/scoring.

My range of production specialties is diverse; producing and directing commercials (a specialty in new consumer product brand development), direct response (long-form & short-form) and extensive work in the travel & hospitality industry with major cruise lines and vacation resorts. I've worked throughout the U.S., Mexico, United Kingdom, France, Morocco, Jamaica, The Dominican Republic and much of the Caribbean.

Since 2005, I've teamed extensively with **Journey9 LLC**, a leading branding & marketing consulting firm located in Virginia Beach, VA, as their senior producer / director. We've produced many major brand development projects and commercials for new consumer products, as well as re-branding for existing well known products. Some of the product brands and companies which we've successfully worked with are: **Clorox Bleach, Clorox2, Green Works, Clorox Wipes, Pine-Sol, Glad, Chiquita Brands, Fresh Express, Waterpik, P&G, Jaguar and Betty Crocker**. We also work with non-profit organizations, such as **LifeNet** and **Operation Smile**. In 2008 I was privileged to travel to Morocco with **Operation Smile** to experience a mission which changed the lives of children forever. **Operation Smile** provides free surgeries to repair cleft lip, cleft palate and other facial deformities for children and adults around the world. Other recent projects include productions for **Hoover** (2012 ERA Moxie Award Winner), **Rowenta, Keurig, Cold-EEZE** and **Icon Fitness** with **acquirgy LLC**, a highly successful DR production company. I also directed live, multi-camera shows for **POLITICO** at the 2012 Republican National Convention in Tampa and the Democratic National Convention in Charlotte.

Travel has always been a passion. I've produced and directed successful DR projects for **The Vacation Store** with **Carnival Cruise Lines, Holland America Line and Norwegian Cruise Line** and teamed with **SKYTravel** in the UK on projects highlighting many resorts in Jamaica and The Dominican Republic. Other travel projects include **Avalon Resorts** in Mexico and **Conrad Hotels** featuring many of their properties throughout Europe. One of my career highlights was in 1995 documenting the record-setting trip around-the-world - eastbound (Guinness World Records) in less than 32 hours aboard the **Air France Concorde-Sun Chaser II**. I've also produced and directed several travel series including "Tourific Destinations with Linda Carter" for **The Travel Channel** and **Discovery** which took viewers to exotic destinations from Hong Kong to The Galapagos Islands.

Other clients which I've worked extensively with include **HSN, Chase Bank, Time Warner Cable, USA Networks, The Outback Bowl, Eckerd Drugs, Tampa Bay Lightning, Hamilton Beach, Nokia, Super Clubs Resorts, 1-800-TakeOff, Softub, The American Egg Board, SmartWare, Badcock Home Furnishing Centers, VDO, Rogers Cable, Cinemax, HBO, Telemundo, AMC** and others.

1981 - 1987

Studio Supervisor, Producer-Director: WTSP-TV (Tampa/St. Petersburg, FL)

1977 - 1981

Studio Technician, Studio Supervisor & Producer-Director: WSFA TV (Montgomery, AL)

SKILLS & STRENGTHS:

Organized & Detail Oriented • Excellent People Skills • Creative & Innovative • Self-Motivated • Composed Under Pressure
Client Oriented • Excellent Communication Skills • Experienced in Budgeting & Scheduling • Excellent Interviewing Skills
Proficient in: Digital Still Photography, Photoshop & Illustrator CS5, CorelDraw, Storyboard Quick, MS Word, Excel, PowerPoint
Also available as: Assistant Producer, Assistant Director, Production Coordinator, Stage Manager, Post-Production Supervisor

AVAILABLE TO TRAVEL FOR EXTENDED PERIODS / DOMESTICALLY and INTERNATIONALLY

