

# TOM PETROPOULOS

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## Video / Multimedia Specialist

Creative and motivated Multimedia and Video Producer with more than 15 years of experience spanning all aspects of media production and post-production in support of educational programs, staff training, and marketing / promotional initiatives. Effectively manages multiple projects to meet aggressive production schedules, developing strategies to increase productivity and process efficiency. Talented leader and collaborator with demonstrated success partnering with multiple departments. Advanced knowledge of industry-standard software; proficient in social media strategies.

- Multimedia Production
- Video Production
- eLearning Programs
- Instructional Design
- Motion Graphics
- Marketing & Promotions
- Project Management
- Budget & Resource Management

## Professional Experience

**Premier Inc., Pittsburgh, PA**  
2020

2006 -

Lead production of high-quality eLearning/Video and interactive media products to enhance online continuing medical education and company programs. Worked with stakeholders to assess project scope and requirements and provide instruction in effective presentation strategies. Designed and created multimedia products for promotional and marketing purposes.

### *Multimedia / Marketing Specialist (2016 - 2020)*

- Core member of a team that produced an educational video series for a local university that was under a tight timeframe. The production consisted of recording high profile expert interviews, b-roll of campus life, video editing and graphics. Led to increased awareness of Meningitis-B throughout campus.
- Requested to produce multiple enterprise-wide browser-based eLearning modules for Operations Advisor training, deployed within multiple business units. The programs utilized instructional design and video/audio/graphical content. The learning effectiveness was tracked by an LMS system.

### *Senior Multimedia Technologist (2011 - 2016)*

- Partnered with business product managers to conceptualize and design a series of animated videos that tackled a difficult task of demonstrating to customers, complex government healthcare measure reporting.
- Coordinated a diverse, cost-effective, and reliable network of third-party contractors utilized for professional, voice-over, music, and graphics for eLearning, marketing and video projects.
- Promoted to manage the company's public facing server used for centralizing eLearning and internal communications content for company-wide consumption.

### *Video Studio Manager (2006 - 2011)*

- Promoted to handle production of webcasts for specific high-level clients and product managers. Offered direction to presenters, content providers and closed captioning personnel to deliver the best results achievable for a successful live webcast.
- Managed and maintained video studio for productions of medical education videos and webcasts, responsible for organizing video interviews and panel discussions, scheduling, purchasing, directing talent, and editing. Improved the workflow of production to the final product.

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## **STERIS Corporation, Erie, PA**

2004 – 2006

### *Video / Media Specialist,*

- Designed and developed customized videos and interactive media products for training, communications, and marketing purposes on behalf of a billion-dollar corporation specializing in infection prevention, contamination control, and medical technologies.
- Collaborated with training instructors to create online and DVD training programs mirroring those presented in the training center. Interfaced with warehouse managers to assess needs for videos targeting new hires, vendors and facility visitors.
- Supported company-wide sales/marketing meetings with videos, animations and technical support.
- Directed video shoots; coordinated talent, and managed videography, lighting, audio and additional resources.
- Executed post-production, including video editing, motion graphics and animation. Trained staff in advanced use of cameras and AVID non-linear editing systems.

## **Zaxel Systems, Pittsburgh, PA**

2001 – 2004

### *Studio Manager,*

- Recruited to develop a hardware setup system for the company's cutting-edge 3D video products while designing and executing multimedia projects to meet clients' marketing and promotional needs.
- Maintained a dedicated specially equipped studio, demonstrating capabilities for clients and overseeing testing by software engineers.
- Effectively managed resources to meet budget and production schedule. Trained staff in use and functionality of hardware and software as well as use of cameras. Organized, packaged and shipped hardware materials for overseas projects.

*~ Additional experience as an Assistant Avid Editor for television station WQED, Martini Shot Films (Freelance), and Phenomenon Post (Freelance)~*

## **EDUCATION / TRAINING**

### **Significant coursework toward a Bachelor's degree in Film Studies**

UNIVERSITY OF PITTSBURGH – Pittsburgh, PA

### **Associate's Degree in Multimedia (May 2000)**

ART INSTITUTE OF PITTSBURGH – Pittsburgh, PA

### ***Professional Development***

After Effects Training at NAB (2006)

Online courses by Lynda.com: (2016-2019)

- Marketing Foundations
- Visual Communications for Business
- Corporate and Documentary Video Lighting
- After Effects: Principles of Motion Graphics
- Premiere Pro Guru: Fix It in Post

- ProVideo Tips