

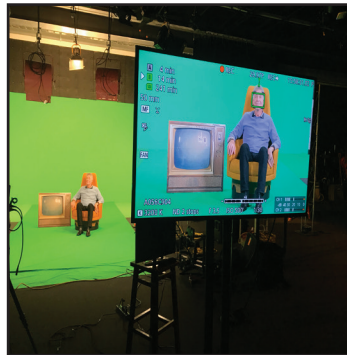
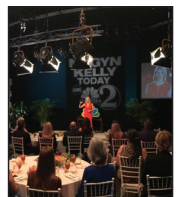
PROJECT PORTFOLIO

WESH-TV | AWARD-WINNING CREATIVE

In my capacity as Assistant Creative Director at WESH-TV in Orlando, I've had the privilege to lead numerous creative projects that showcase my passion for innovation and excellence. Among these ventures, I've directed in-air helicopter shoots and produced high-end promotion for special programs.

My role has also involved orchestrating on-location production setups at Central Florida's premier attractions, including the Walt Disney World Resort, Universal Orlando Resort, and Kennedy Space Center. Additionally, I've coordinated shoots with TODAY, Al Roker, Jimmy Fallon, Access Hollywood, Tamron Hall, Megyn Kelly, and Barry Williams, among others.

These experiences underscore my commitment to pushing creative boundaries and delivering top-tier content for WESH-TV.



PROJECT PORTFOLIO

WESH-TV | OUTDOOR MEDIA

Project Details:

Samples of outdoor creative for the Orlando-Daytona Beach DMA produced as part of the WESH 2 News multi-platform marketing strategy.

Annual Budget: \$500,000

Duties: Campaign Development, Placement, Creative Direction, Design



PROJECT PORTFOLIO

WESH-TV | BRAND COLLATERAL & PLANT BRANDING

Project Details:

Samples of WESH 2 brand collateral pieces and plant branding for the WESH-TV studios produced in the role of Assistant Creative Director.

Duties: Creative Direction, Design, Project Management, Bidding & Procurement



PROJECT PORTFOLIO

WESH-TV | SOCIAL MEDIA COVERAGE

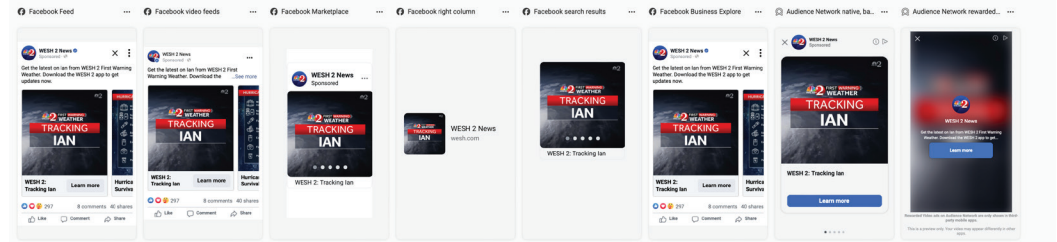
Project Details:

Placed and managed over 500 social media paid campaigns ranging from app installs, targeted link clicks, and video view metrics. Lifetime impressions from campaigns is near 10 million.

Annual Budget: \$40,000

Annual Impressions: 1 million

Duties: Campaign Development, Placement, Creative Direction, Design



Ad creative	Ad Set Name	Ad Set Name	Results	Reach	Impressions	Cost per result	Amount spent
Used in 1 ad	Tracking Ian Generic WES...	Tracking Ian Generic WES...	19,580 Link clicks	182,945	328,692	\$0.08 Link Click	\$1,500.00
Ian's Impacts: Orange County WESH 2 First Warning Weather... Used in 1 ad	Ian Orange Co	Ian Orange Co	13,358 Link clicks	59,184	101,264	\$0.04 Link Click	\$500.00
Ian's Impacts: Seminole County WESH 2 First Warning Weather... Used in 1 ad	Ian Seminole Co	Ian Seminole Co	9,176 Link clicks	28,697	54,737	\$0.03 Link Click	\$300.00
Ian's Impacts: Osceola County WESH 2 First Warning Weather... Used in 1 ad	Ian Osceola Co	Ian Osceola Co	9,276 Link clicks	28,689	55,619	\$0.03 Link Click	\$300.00
Keep Connected to WESH 2 Ne... If you lose power, there are man... Used in 1 ad	Ian Streaming Platforms	Ian Streaming Platforms	1,662 Link clicks	38,488	52,700	\$0.15 Link Click	\$250.00
Ian's Impacts: Flagler County WESH 2 First Warning Weather... Used in 1 ad	Ian Flagler Co	Ian Flagler Co	7,060 Link clicks	15,109	31,495	\$0.03 Link Click	\$200.00
Ian's Impacts: Sumter County WESH 2 First Warning Weather... Used in 1 ad	Ian Sumter Co	Ian Sumter Co	5,783 Link clicks	12,257	28,372	\$0.03 Link Click	\$200.00
Ian's Impacts: Lake County WESH 2 First Warning Weather... Used in 1 ad	Ian Lake Co	Ian Lake Co	8,478 Link clicks	22,256	41,844	\$0.02 Link Click	\$200.00
Ian's Impacts: Volusia County WESH 2 First Warning Weather... Used in 1 ad	Ian Volusia Co	Ian Volusia Co	8,760 Link clicks	26,359	46,579	\$0.02 Link Click	\$200.00
Ian's Impacts: Brevard County WESH 2 First Warning Weather... Used in 1 ad	Ian Brevard Co	Ian Brevard Co	8,104 Link clicks	23,216	41,750	\$0.02 Link Click	\$200.00
WESH 2 is partnering with Hear... Used in 1 ad	Day of Giving	Day of Giving	451 Link clicks	15,000	16,975	\$0.33 Link Click	\$150.00
Total results 11 / 11 rows displayed			91,688 Link clicks	371,140 Accounts Center accounts	800,027 Total	\$0.04 Link Click	\$4,000.00 Total spent



PROJECT PORTFOLIO

WESH-TV | SET DESIGN/SCENICS

Details:

Samples of studio designs and build outs for WESH-TV in Orlando. Duties range from creative design and conceptualization to installation, lighting design, and project oversight.



PROJECT PORTFOLIO

ST. TIMOTHY UMC | ORANGE INITIATIVE

Project Details:

- Budget: \$75,000
- Timeframe: 2 months
- Duties: Project Management & Oversight; Art Direction; Communications Planning

Task:

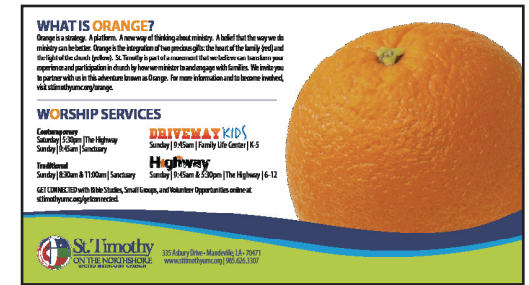
- Renovate Gym for Children's Worship Space
- Rebrand Children's Ministries
- Create marketing campaign to promote launch of new family initiative and create brand awareness

Performance Goals:

- Increase awareness of Orange Initiative
- Increase attendance of Sunday morning children's attendance to 150+
- Stay under budget

Performance Results:

- Orange Sunday total worship attendance up 50% compared to previous average
- 300 children attended new worship service
- Record visits to sttimothyumc.org



PROJECT PORTFOLIO

ST. TIMOTHY UMC | LIVE PRODUCTION



Samples of live production at St. Timothy on the Northshore. Events ranged from full-orchestra, 120 voice choir, and full band. Worked with award winning artist including Matt Maher, Shane & Shane, Shawn McDonald, Phil Wickham, David Phelps, and Larnelle Harris. Duties included six-figure A/V installations, project management, live direction, rigging, and operation.

PROJECT PORTFOLIO

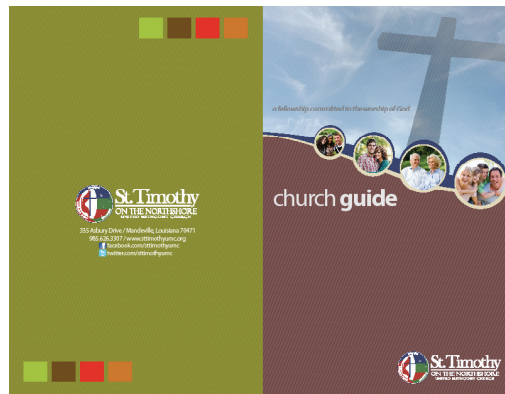
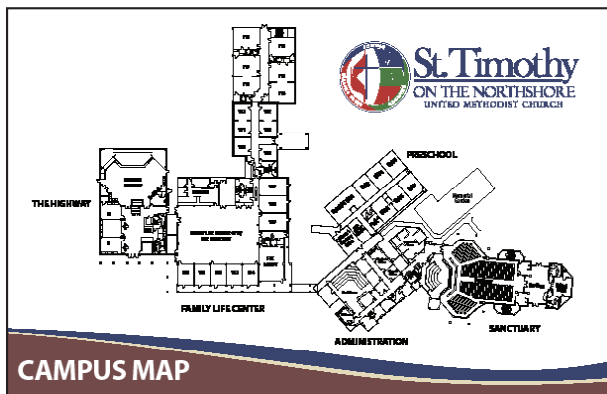
ST. TIMOTHY UMC | CHURCH REBRANDING

Project Details:

- Budget: \$5,000
- Timeframe: 5 months
- Duties: Project Management; Art Direction; Designing

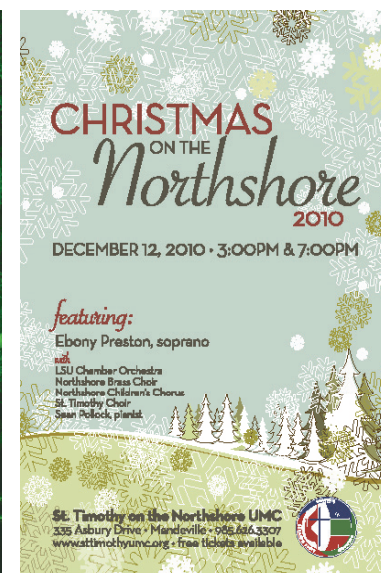
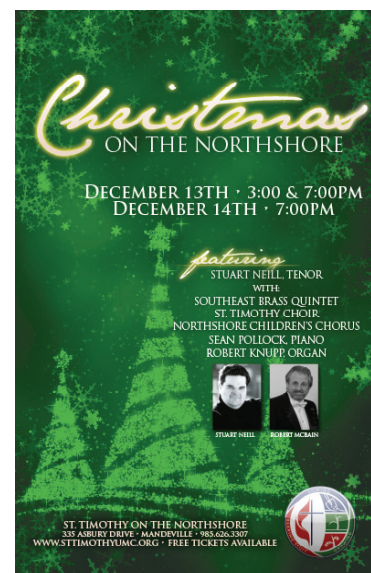
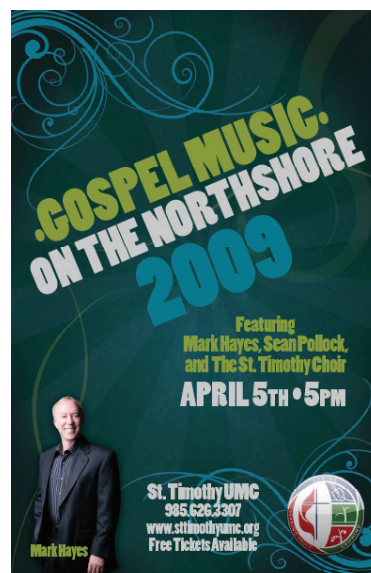
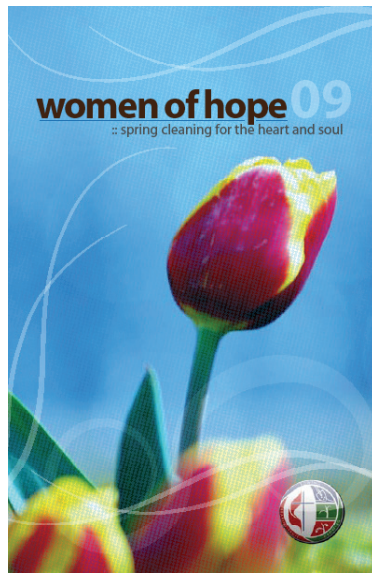
Task:

- Hire firm to design brand and create website
- Relaunch Church Website with new church brand
- Revise and design all printed materials to keep consistency of brand
- Launch Church eNewsletter consistent with brand
- Implement use of social media as a form of communication to congregation



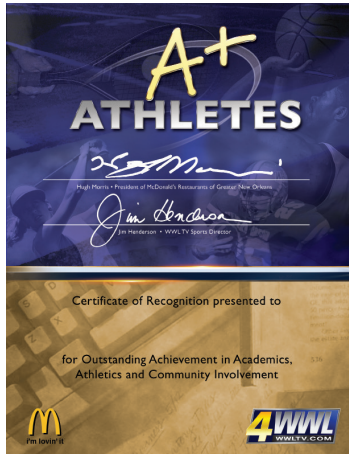
PROJECT PORTFOLIO

ST. TIMOTHY UMC | PRINT ARTWORK



PROJECT PORTFOLIO

WWL-TV | PRINT ARTWORK

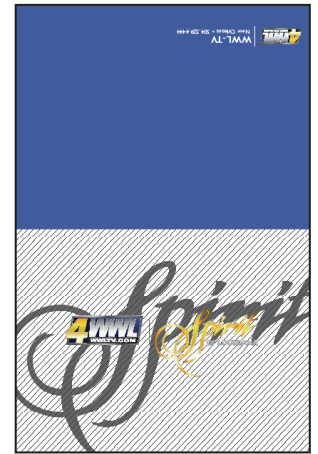
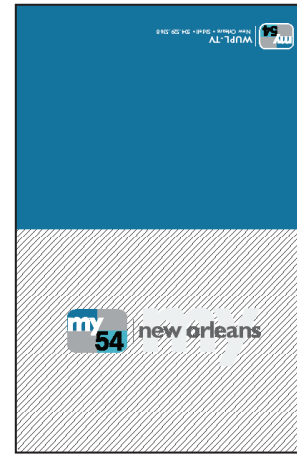


2010 SEASON SCHEDULE

Wk	Date	Game	Time (CST)
1	Aug 12	@ New England Patriots	6:30 PM
2	Aug 21	VS HOUSTON TEXANS	7:00 PM
3	Aug 27	VS SAN DIEGO CHARGERS	7:00 PM
4	Sep 2	@ Tennessee Titans	7:00 PM

Wk	Date	Game	Time (CST)
1	Sep 09	VS MINNESOTA VIKINGS	7:30 PM
2	Sep 20	@ San Francisco 49ers	7:30 PM
3	Sep 26	VS ATLANTA FALCONS	12:00 PM
4	Oct 03	VS CAROLINA PANTHERS	12:00 PM
5	Oct 10	@ Arizona Cardinals	3:05 PM
6	Oct 17	@ Tampa Bay Buccaneers	12:00 PM
7	Oct 24	VS CLEVELAND BROWNS	12:00 PM
8	Oct 31	VS PITTSBURGH STEELERS	7:20 PM
9	Nov 07	@ Carolina Panthers	12:00 PM
10	Bye		
11	Nov 21	VS SEATTLE SEAHAWKS	3:05 PM
12	Nov 25	@ Dallas Cowboys	12:00 PM
13	Dec 05	@ Cincinnati Bengals	3:05 PM
14	Dec 12	VS ST. LOUIS RAMS	3:05 PM
15	Dec 19	@ Baltimore Ravens	1:00 PM
16	Dec 27	@ Atlanta Falcons	1:30 PM
17	Jan 02	VS TAMPA BAY BUCCANEERS	12:00 PM

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TULANE

DATE	KICK-OFF	OPPONENT
Sep 2	7:00 PM	Southeastern LA
Sep 11	8:00 PM	Ole Miss
Sep 25	2:30 PM	Houston
Oct 2	TBA	Rangers
Oct 9	2:30 PM	Army
Oct 16	6:00 PM	Tulsa
Oct 23	8:05 PM	UTEP
Oct 30	2:30 PM	SMU
Nov 6	2:30 PM	Southern Miss
Nov 13	2:30 PM	Rice
Nov 20	2:30 PM	UCF
Nov 27	11:00 AM	Marshall

LSU

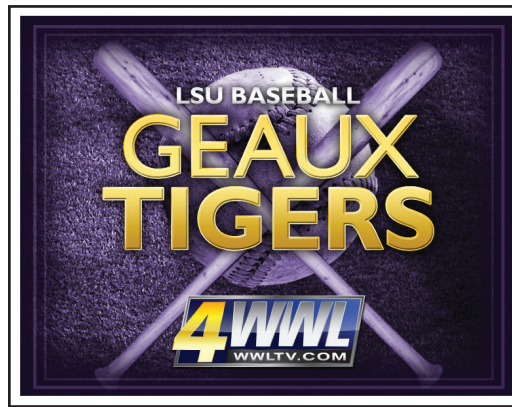
DATE	KICK-OFF	OPPONENT
Sep 4	7:00 PM	North Carolina
Sep 11	TBA	Vanderbilt
Sep 18	7:00 PM	Mississippi State
Sep 25	7:00 PM	West Virginia
Oct 2	7:00 PM	Tennessee
Oct 9	TBA	Florida
Oct 16	7:00 PM	McNeese State
Oct 23	TBA	Auburn
Nov 6	7:00 PM	Alabama
Nov 13	7:00 PM	UL-Monroe
Nov 20	7:00 PM	Ole Miss
Nov 27	TBA	Arkansas

FOURTH DOWN ON FOUR

2010 FOOTBALL SCHEDULE

Catch the Last Word on Sports Sunday Nights @ 10:35 PM

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PROJECT PORTFOLIO

WWL-TV | OUTDOOR & STUDIO

