

Sally Norvell

producer-writer-director

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<http://sallynorvell.com>

Professional Profile:

- Experience includes documentary, broadcast television, infomercials, broadcast design, music videos, print, as well as branding, strategy, sales, handling celebrities, dangerous criminals, capital defense attorneys
- Ability to manage projects from inception to completion, with highest production values
- Exceptional verbal & writing skills
- Well-honed management skills, have managed teams of 5 to 90
- Grace under pressure, excellent communication, diplomacy, and negotiation skills
- Live action, post, animation, motion graphics, HD, digital

Experience:

Special Guest Speaker for Midwest Clinical Conference, University of Wisconsin Law School 2012

Presented new media model as part of a seminar showcasing how storytelling can be a game changer in capital cases facing imminent execution

Madison, WI

Sizzle producer 2011

Wrote, researched, cast and field produced a docu-series sizzle for Brick City producers Mark Benjamin & Marc Levin. Brick City LLC, New York City

Broadcast producer 2011

30 minute infomercial - tasks included script doctoring, creative development, directing interviews, editorial supervision
LaunchDRTV, Los Angeles

Visiting Faculty for the US Courts Office of Defender Services, Training Branch 2011

Eighth National Seminar on the Development and Integration of Mitigation Evidence and the Criminal Law

Presenter of newly developed media model used for public advocacy and clemency in capital cases

Chicago, IL

Freelance writer/director/producer 2009 - 2012

Launched forensic media campaign for a man on Texas Death Row on behalf of his family and defense team. Includes website writing & content management, 30 minute advocacy video, clemency video, webisodes.

<http://sallynorvell.com/media/Forensic-Media>

Feature documentary, "The Departure of David Lee Powell", in post production

Freelance writer/producer 2007 - 2008

Bidding, crewing, managing budgets, supervising production and handling demanding clients for all media needs. Included directing & producing interview & motion graphics video installations for a major multi-screen corporate trade show.

Tim Fink Events & Media, San Rafael, CA

Executive producer 2007

Development, writing & execution of 30 minute broadcast television infomercial

Responsibilities include creative development, writing, staff management, budgeting, supervising production, directing testimonials (interviews), celebrity wrangling

Lieberman Productions, San Francisco

Executive producer 2005 - 2007

Supervise all aspects of media - including staff management, staff talent development, managing client expectations, budgets, creative treatments for events, video, digital & interactive media

Clients - Medtronic, Adobe, Dexcom, Wind River

Delphi Productions, Alameda CA

<http://sallynorvell.com/media/Corporate-Media>

TV segment/field producer 1997

Produced 10 - 20 minute segments for new TV shows. Included writing scripts, casting talent, directing & editing segments. Oxygen Network, Lifetime, CBS
New York City

Contract agency broadcast producer 1996 – 1998, New York City

Liaison between clients, creatives, & production houses to oversee a creative brief from the idea to the screen. Cultivated connections with best talent, used marketing instincts in development & execution of concepts, managed budgets, teams, & deliverables.

Agencies - Digital Pulp, Frankfurt Balkind, Toth Design

Contract line & post producer 1990-2004, Los Angeles, New York City

Worked closely with executive producers, agencies, directors, crew, cast & clients before, during, and after production. Involved in pitching & closing. Established and managed budgets ranging from \$30K - \$2M. Managed schedules, deliverables, maintained excellent bottom line results.

Production companies - Propaganda Films, Artists Company, DNA Pictures, Curious Pictures, Sony Automatic, Good Films, The Farm, Lee Hunt Associates (aka Razorfish)

<http://sallynorvell.com/media/Commercials>

<http://sallynorvell.com/media/shorts>

Short list videos, commercials, & agencies:

Arnold Advertising, McCann Erickson, Kirschenbaum Bond, DDB Needham, Foster Lager, Kmart, Credit Suisse, L'Oreal, truth.com, Jetblue, Cervesa Sol, Bass Ale, Amtrak, HBO, USA, Comedy Central, Telemundo, Showtime, Belinda Carlisle, Bobby Brown, REM, Los Lobos, Fine Young Cannibals, Alice in Chains, Shania Twain, Jeff Buckley, the Replacements, Mary J. Blige

Short list directors & celebrities:

Victoria Principal, Wim Wenders, Penelope Spheeris, Alan Parker, Peter Care, Sebastien Chantrel, the Snorri Brothers, Joan Raspo, Tamra Davis, Rocky Schenck, Julian Temple, David Kelley, Nick Cave, Nastassia Kinski, Johnny Cash, Harry Connick Jr, Harry Dean Stanton, Bill Paxton, Tim Robbins, Debbie Harry

Awards:

- Gold Video Award REM
- Silver Hugo Chicago Film Festival
- MTV Best video Europe

References available upon request.