

FREDERICK WILLIAM SPRINGER III

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EDUCATION

Master of Business Administration, Marketing
Bachelor of Arts, Electronic Filmmaking

Fairleigh Dickinson University, Madison, NJ
Fairleigh Dickinson University, Madison, NJ

PROFESSIONAL EXPERIENCE

NORTON MEDICAL INDUSTRIES, Van Nuys, CA

06/2019– Present

Executive Assistant/Project Administrator/Proposal Writer

Reports directly to and supports the Medical Director:

- Researches/Selects RFPs
- Writes multiple concurrent bid proposals
- Edits material prepared by writers
- Evaluates and redesigns proposal processes and templates
- Manages assignments and projects for the Medical Director
- Researches/Obtains written agreements from potential sub-contractors
- Maintains and improves databases and filing systems
- Creates reports, memos, letters and other documentation
- Manages schedules, meetings, and daily office operations
- Analyzes incoming correspondence to determine significance and forwards appropriately

PUBLIUS VALERIUS POPLICOLA, Los Angeles, CA

6/2017–6/2019

Marketing Assistant

Assists with the overall marketing strategy (content releases, execute marketing campaigns, etc.) and digital marketing efforts, from concept to execution across multiple platforms:

- Provides strategic recommendations for marketing programs and development of SEO driven content tailored to the client
- Develops social media campaigns (giveaways, promotions, announcements) to drive traffic and exposure to website
- Creates content and manages all social media accounts
- Design digital illustrations and edit trailers for series installments
- Designs and manages website
- Liaison between artist and creative & production teams, external vendors, and consultants
- Write marketing literature to augment the artist's presence in the market
- Manages materials and accounts for shipping (stock, inventory, invoicing)

FILM/TELEVISION/WEB, Los Angeles, CA (Ex. *Criminal Minds*, *Face Off*, *Miss USA*)

05/2007– 6/2017

Production Assistant (Office, Set, Art, Post); Coordinator

Assisted various departments to ensure a successful production:

- Serves as gatekeeper, screening calls and directing appropriately when relevant
- Handles petty cash, maintains receipts and logs expenses
- Manages and maintains paperwork for crew onboarding
- Assembles and distributes screenplays, call sheets, and various documentation packets
- Maintains travel itinerary
- Arranges accommodations for events and conferences; Builds office space on location
- Manages and schedules equipment needs and services for production
- Organizes digitized footage for editors
- Writes Script Coverage (detailed analyses of submitted screenplays)
- Researches potential film topics and compiles comprehensive prospective actor/director lists

FDU Graduate Assistant, Public Relations

Assisted with positive publicity and promotion of relevant happenings at the university:

- Wrote copy for press releases, published on website and forwarded to local press contacts
- Generated physical press kits
- Updated the event calendar on the university website and managed database of local press contacts

TECHNICAL SKILLS

Proficient in Microsoft Word, PowerPoint, Adobe Photoshop; Agile in information acquisition from databases such as ProQuest; Intermediate in basic HTML, Final Cut Pro, Avid, Premiere.

AFFILIATIONS & AWARDS

- Official Entertainment Industry profile: www.IMDb.com/name/nm0970256
- 2018 & 2014 Make Magic Award (Driving /Making Results); Support Associate of the Week 3/18/16, 1/31/14, 5/3/13, Macy's
- Screenplay Runner Up (Top 15/Top 3%), Midnight Black International Festival of Darkness, October 2011
- Short Film featured in the California Independent Film Festival, April 2008/ Images Festival, April 2003
- Most Cinematic 2nd place, "Write your own *Freddy vs. Jason* ending," August 2003
- Best Community Builder 2001-2002, Residence Life, FDU