

WALTER BISCARDI, JR.

CREATIVE DIRECTOR | VP CREATIVE SERVICES

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Creative Strategy & Implementation / Concurrent Project Management / Branding / Communications / Operations / Budgeting / PR / Asset Management / Art Direction / Video Production / Hiring / Social Media

Award-winning creative who drives all aspects of content creation and implementation including media, video, print, animation and live experiential to deliver innovative storytelling and branding. Operates with a strong sense of urgency, confident leadership and delivers results oriented storytelling within budget and deadline every time. Can contribute by:

- **Leading teams in the development of creative campaigns that ensure ROI.**
- **Developing streamlined workflows, improving creative efficiencies.**
- **Targeted improvement and redesign of creative facilities.**
- **Managing many projects at once, delivering breakthrough creative solutions**

Highly-analytical and creative thinker with a strong focus on effective storytelling, communications and workflow. Accustomed to high pressure situations, delivers top-quality, on-time and within budget solutions to meet and exceed client expectations.

CAREER HISTORY AND ACCOMPLISHMENTS

Georgia-Pacific, leading manufacturer of tissue, pulp, paper, packaging, and building products with household name brands such as Brawny, Quilted Northern, and Dixie cups and tableware.

Creative Director, 2017 to Present. Lead the conception, direction and implementation of original content across video, animation, print, live events and other internal and external marketing content to increase brand awareness, improve company communication, and generate new revenue streams. Highlights include:

Strategized and created multiple positive image campaigns to improve company perception. Georgia-Pacific often viewed negatively by public due to operations in logging/timber and political biases. As phase I, created multiple social media campaigns including: "We Are:", traveling the US, introducing viewers to the hardworking employees of GP, who are prideful of and actively involved in their communities; "Sustainability In Action" is a single or two shot campaign showing viewers the extensive work GP does to create their products through sustainable practices; "MLK 50 Remembrance" shattered all time views on GP's Facebook page in just 10 days presenting the company as a leader in racial & community disparity discussions.

Implemented agency workflow, led upgrades to creative studios improving departmental perception and increasing project pipeline. Introduced agency mindset to GP Studios – with full client pitch process – and realigned production rates, increased project efficiency. Led upgrades in post production facilities & field production to improve creative output quality.

Identified opportunity to implement project tracking system. Corporate Communications and Government Relations Department had no SOPs in place to track project progress, resulting in duplicate work and lack of awareness at the management level. Identified new project management system and began rollout to increase efficiency and eliminate redundancies.

***Biscardi Creative Media**, award-winning media production company producing for a global audience and global clientele, focused on quality storytelling.*

Creative Director, Executive Producer, and Principal, 2001 to 2017. Architected the design, creation, and delivery of all media content to clients including **Food Network, Cooking Channel, PBS, ABC News, Bridgestone Golf, PING, The Carter Center, Bill and Melinda Gates Foundation, Kroger and Home Depot Racing.**

Designed and oversaw construction of a creatively efficient production studio encompassing production, post production, asset management, insert studio and client amenities featuring a 5.1 mixing theater, 5 edit suites, color suite, 98TB NAS, 2PB media library, 50's game room kitchen and a huge backyard for the dogs.

Created a new post production workflow for Alton Brown's "Good Eats." Led the development of a new Post workflow for the series as it entered high definition production improving the overall look of the series through improved color grading. Introduced new animated segments, ultimately creating over 40 animations for Seasons 9 - 12 of the series.

Produced animated segment for "Sesame Street" under tight deadline. Developed concept storyboard, blending photographs, drawings and original elements. Featuring Debi Derryberry (Jimmy Neutron), we completed project in just two weeks, meeting the Halloween deadline for Sesame Street Special.

Created and delivered national broadcast spot in just 12 hours. Collaborated with agency producer, creating two versions in just 12 hours. Exceeded client expectations and met spot deadline to air just 24 hours after receiving the call.

Co-produced, edited and directed post-production of PBS feature documentary showcasing a 25-year cause of President Carter. Developed look and feel with “boots on the ground” approach to allow viewer to feel more intimate with the cause. Managed production teams in Sudan and Ghana, filming over 250 hours of original footage over four-year period.

Earlier

Creative Director and Partner, ACME Digital Design, LLC, 1998 to 2001. Directed teams up to 100+ crew and budgets up to \$250K. Led all editorial, motion graphics, 3D animation and live events for predominately corporate clientele including Kroger, North American Mission Board and Edwards Fine Foods.

Additional: Senior Video Editor, Primerica Financial Services; Studio Manager, Foxwoods Resort Casino; Video Editor and Producer, CNN.

TECHNICAL SKILLS

Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, DaVinci Resolve, Avid Media Composer, Final Cut Pro, 4k/UHD/HD Workflows, Panasonic GH4 / DSLR Cameras, Blackmagic Design Teranex, Blackmagic Design Cameras, Showbiz Budgeting, NAS / SAN Design and Implementation, Digital Asset Management.

AWARDS AND RECOGNITION

- 2008 Telly Awards (5) : National recognition for achievements in Video Editing, Producing and Animation ("Good Eats" with Alton Brown)
- 2007 Peabody Award : National Recognition for my animation contribution to "Good Eats" with Alton Brown
- 2007 Telly Award "Good Eats" : National Recognition for my Animation work on "Good Eats" with Alton Brown
- 2007 Telly Award "This American Land" : National Recognition for my contribution of "This American Land" (PBS) as Producer, Editor.
- 2005 Aurora Award - Best of Show : National recognition for animation work on "Good Eats" with Alton Brown
- 2005 Aurora Awards : National Recognition for my Producing and Editorial work on a broadcast commercial for The Tennessean publication.
- 2002 Telly Awards (2) : National Recognition for my contributions to "Love Never Fails," Editor; "Finding Christ in Crises," Editor
- 2005 Telly Awards (2) : National recognition for my Producing, Editorial and motion graphics work on "Marriage" (NAMB) and "The Tennessean" broadcast commercial
- 2004 Aurora Awards Best of Show (2) : National Recognition as Best in Show in two categories: "Inner City Evangelism" Editor; "Off Center Dance Theatre" Producer, Director.
- 2004 Telly Awards (2) : National recognition for my contribution to: "Inner City Evangelism" Editor; "Powder River Basin" Editor.
- 2003 Telly Award : National Recognition for my contribution to "GMVT" (NAMB): Editor.
- 2000 SE Regional Emmy Awards : Southeastern Regional recognition as a contributor to "Salsa" (GPB); Animator
- 1999 SE Regional Emmy Awards (9) : Southeast Regional Recognition for contributing to "Salsa," (GPB), Animator
- 1996 Telly Awards (2) : National Recognition for my contribution to "An Architectural Interpretation of Foxwoods," Producer; "Tour de Chefs," Producer.
- 1993 National Emmy Award : National Recognition for my contribution to "Network Earth," (CNN/TBS) Editor, Producer
- 1994 NY Festivals Best Documentary : National Recognition for my contribution to "Guatemala, Rising from the Ruins," (CNN), Editor
- 1993 CableACE Award : National recognition as a contributor to "Network Earth" (CNN/TBS), Editor

Personal: My wife and I love spending time in the kitchen and with our four-legged children, Molly the Wonder Dog and Bert and Ernie the felines. I have proudly served on the **Board of Directors for “Pilots N Paws”**, the largest animal rescue group in the US. We also love to travel, whether on a cruise ship or unique culinary destinations.

Education: **BS, Production for the Electronic Media, Syracuse University**