

MITCHELL GOLDSTEIN

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[Website](#)

ZACHARY BLAIR PRODUCTIONS | Executive Producer/Showrunner/Director

- Producer/director live, event, music, entertainment, sports, & competition-based programming, multi-camera broadcasts, over 200 concert & entertainment specials
 - Recent broadcast events include:
 - Welcome America Concerts 2016-2019
 - Celebration of Freedom Awards 2016-2019
 - CMC: Obstacle Course Racing, Philadelphia Cycling Classic
- Spearheaded project management for B2B and B2C events including experiential brand activations, product launches, fan festivals, tours, ride & drives, internal auto dealer education, general sessions and keynote speeches
 - Recent events
 - TwitchCon Rivals 2019, Gold Cup Soccer, Generation Adidas Cup
 - Clients include Twitch, Audi, Nike, Ford, Nokia, and McDonalds
- Created and developed start-up web platform original content, grew from 120,000 views per month to over 4 million in less than one year

GEORGE P. JOHNSON | Executive Producer

- Event production & management for experiential & brand activations
- Live stream execution and content creation
- IBM Think: Cloud & Data campus - 28 sessions over 3 days
- Alibaba Gateway 2017: Created content & live stream
- National Hardware Show 2018: Led creative and logistical event management
- Rodan + Fields: Re-designed web business portal and created over 90 hours of virtual content for consultants during 3 day convention with live 24/7 studio

QVC | General Manager, On-Air Programming

- Pioneered new content, branding, and programming strategies, including designing and implementing brand awareness programming and marketing which aired on 26 networks
- Increased customer engagement and brand recognition to QVC marquee program "In the Kitchen with David" and spearheaded launch of "Lisa Loves"

VIACOM NETWORKS | VP Production Development & Specials

- Managed creation & execution of event coverage, movie specials, large-scale multi-cam productions, video-based shows, reality format, & music series for MTV networks
- Developed pilot programming
- Worked extensively with movie studios to conceptualize and execute promotional strategy specials and integrated marketing
- Responsible for all aspects of weekend stunt programming

CBS/NBC Executive Producer/ Director Special Projects

- Live Broadcasts, Special Events, News, Documentaries, Entertainment & Sports Programming, Pre & Post Game, Sports Wraps, Children's & Talk Shows - responsible for over 40 original specials a year
- Directed cycling coverage- Barcelona & Atlanta Summer Olympics - Member of prestigious SWAT production team of same day live to tape event coverage
- Directed "Olympic Late Night with Pat O'Brien"- Albertville, Lillehammer
- Created & Produced Rock & Roll highlights
- Production for NFL, NBA, NCAA, Football & Basketball, Boxing, US Open Tennis and European Figure Skating Championship

AWARDS

2 National Emmy Awards
23 Regional Emmy Awards
3 Telly Awards
Eclipse Award
Ohio State Award
Gold Medal Ex Award
Dr. Toy Best Product

SKILLS

Broadcast Television Production
Event Production & Management
Content Creation
Digital Production
Music Production
Sports Production
Multi-Cam Directing
Pre/Post-Production
Avid/Adobe Premiere/Final Cut Editing
Programming Strategy
RFP Development
Experiential Activation
Virtual/Augmented Reality Production
Project Management
Budget Management
Digital Platform Development
OSHA certified

EDUCATION

Temple University

University of Massachusetts

Directors Guild of America, member Dual Citizenship – USA & UK

Full credit list available upon request