

TODD RUEL

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Writer • Producer • Director • Copywriter

SUMMARY OF SKILLS

- Experience in high-end video production; eight years in online production
- Demonstrated drive to produce superior content in all kinds of creative environments
- Proven ability to lead creative teams and to achieve outstanding results
- Excellent scriptwriting and copywriting skills for online, print, television, and radio
- Strengths include: conceptualization and visualization of content, collaboration with individuals and teams, verbal skills, execution, creating and maintaining budgets, directing talent, and public speaking

PROFESSIONAL EXPERIENCE

The Kroger Co., Cincinnati, Ohio, 2007-2010

Producer/Director, KTV (Kroger corporate TV network)

- Wrote and produced live and recorded programs. *Results: saved company an average of \$20,000/program by eliminating need for associate conferences and meetings.*
- Collaborated with internal clients to tighten scripts, focus messages, and emphasize associate engagement. *Results: saved viewers time and increased message retention.*
- Expertly directed both non-professional and professional voiceover and on-camera talent. *Result: often recruited by peers and management to direct talent in their productions.*
- Delivered presentations and facilitated discussions at national conferences. *Results: often praised by participants and managers for delivering the most engaging content.*
- Managed, wrote, and produced promos and interstitial shorts that played between KTV's long format programming. *Result: replaced dead air time with engaging content that reinforced company goals and key messages.*

Sinclair Community College, Dayton, Ohio, 2002-2007

Web Course Facilitator, Web Course Development Team

- Wrote, produced, and directed all videos for online courses. *Result: multifaceted knowledge of production saved college over \$100,000 In production costs over five years.*
- Wrote print-based marketing materials for Web Course Development Team. *Result: tone and execution of copy were so successful that brochures and folders are still being used.*
- Wrote, produced, and directed a groundbreaking eight-episode soap opera for consumer law course. *Results: saved college \$50,000 by using free college and local production resources. Won 2005 national award for most innovative online course.*
- Wrote and delivered live speech about engaging online content at national educational conference. *Result: a standing ovation and added respect from management.*
- Coordinated shooting and production of all videos with TV Production Dept. *Result: steady, up-to-date communication ensured timely production of all videos.*

Nickelodeon, New York, NY, 1996-1998

Executive Producer, Nickelodeon Online on America Online

- Supervised redesign of Nickelodeon's award-winning site on AOL. *Result: created most engaging, state-of-the-art place for kids online at that time.*
- Created new programming model for the site. *Results: frequency of new content increased dramatically. Templated content allowed for greater volume.*
- Supervised and editorially directed a staff of 15 writers, producers, and artists. *Result: a well-oiled machine that met the demand for more content with greater efficiency.*
- Pitched new programming strategy to Nickelodeon Online executives and AOL creative design team. *Result: enthusiastic reception and immediate adoption of new model.*
- Used kids' feedback on message boards to adjust online content. *Result: developed the fastest response time to audience comments of all Nickelodeon properties.*

Nickelodeon, New York, NY, 1994-1996

Senior Writer/Producer, Nickelodeon TV On-Air Promotion

- Wrote and produced dozens of topical, generic, and image spots for Nickelodeon and Nick At Nite. *Result: showed versatility by producing promotion across brands with different types of messages.*
- Directed film and video shoots for promotion spots featuring talent such as Whitney Houston, Casey Kasem, Macaulay Culkin, and Kenan Thompson, and Michelle Trachtenberg. *Result: proven ability to work with name-brand talent.*
- Co-authored promotion strategies with program creators and producers. *Result: became a*

trusted ally to help creators promote their shows and the Nickelodeon brand.

- Collaborated extensively with graphic designers. *Result: developed ability to work with and articulate design concepts to designers.*

Turner Network Television, Atlanta, GA, 1988-1994

Writer/Producer, TNT On-Air Promotion

- Involved with the launch of TNT. *Result: acquired invaluable knowledge about promotional strategies used to launch a major cable network.*
- Wrote and produced hundreds of topical, generic, and image promos for TNT and The Cartoon Network. *Result: learned how to promote entertainment content and how to brand a network. Also acquired high-end production and post-production skills.*
- Rebranded and refreshed TNT's classic cartoon franchise *TNT Toons*. *Result: gained valuable experience with graphics package design/production. Also learned traditional single cell animation production.*

Education

BA, Mass Communication---Wright State University, 1987

Awards

ANGEL Impact Award (for Web Course Content Development) Co-Winner, 2007

Instructional Technology Council Award for Outstanding Online Course, 2005

Ohio Learning Network Award for Exemplary Online Course, 2005