

PAUL GILBERT

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SERVICES

Writer, Thinker, Producer, Optimist

25 years experience in broadcast, print and interactive media. Ability to synthesize complex information, communicate ideas and messages across multiple platforms.

BRAND

Do great work, treat people right, enjoy the ride.

EXPERIENCE

HEART AT WORK PRODUCTIONS, San Francisco, CA

Writer Producer Creative Director

Corporate Clients /Types of Projects:

HeartMath: Articles for social media sites to drive traffic to home page.

Genentech: Branding message for redesign of internal software system.

Charles Schwab: Communicating value of company's emergency back-up plans.

Dreyer's Ice Cream: HR training materials defining corporate culture.

Coca-Cola: Promo to announce product launch of new soft drink.

Yosemite Fund: Documentary to promote public/private partnerships.

Writer

Newsweek, NY Times, Washington Post, Psychology Today, Sunset, SF Chronicle.

http://whatsthegoodnews.com/inprint/print_holder.html (Archives: Published Articles)

NATIONAL BASKETBALL ASSOCIATION, New York, NY

Director of Video Promotion

Head of all in-house advertising. Twice nominated for National Sports Emmy Award.

Director of Production

Supervise NBA Entertainment, league's programming and production division.

TURNER BROADCASTING, Atlanta, GA

Producer Studio Host

Produce and anchor halftime shows for NBA telecasts. Local Emmy Award winner.

CABLE NEWS NETWORK, Atlanta, GA

Producer Reporter Anchor

Produce daily sportscasts. Field reporter for news packages. Host of weekend shows.

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DIR BROADCASTING, New York, NY

Reporter

Conduct interviews for "*Direct News*", nationally syndicated news program.

OTHER PROJECTS & PASSIONS

Executive Producer

"Sleep Like A Baby: What Every Parent Needs To Know About Babies & Sleep"

Winner of Parent's Choice and Kids First! Awards. <http://www.sleepbaby.com>

Coach

Certified Double-Goal Coach, Positive Coaching Alliance <http://www.positivecoach.org>
<http://www.msnbc.msn.com/id/8769552/site/newsweek/>

EDUCATION

UNIVERSITY OF CALIFORNIA, Santa Cruz, CA B.A. Awarded Academic Honors.

ENDORSEMENTS

"Paul's ingenuity and dedication are unsurpassed. His contributions to the entertainment and marketing of the NBA have been immeasurable."

--David J. Stern, Commissioner, NBA

"Paul really got who we are and what we stand for. In expressing our true corporate culture, he came through with materials that totally exceeded our expectations."

--Nancy Mace, VP, Human Resources, Dreyer's

"Paul's work is intelligent, provocative, impassioned and funny. He writes from the heart, and is endlessly curious about the complex but wondrous world around him."

--Bruce Kluger, Columnist, USA Today, NPR, Parenting Magazine

"Having worked with Paul for over 20 years, I know that whether the subject is news, sports, entertainment or business, he brings the vision of a master storyteller."

--Robert Fishman, Director, CBS

LESSER KNOWN FACTS

I grew up in New Jersey and having never set foot in California, went to UC Santa Cruz.

At CNN, I somehow rose from writer to producer without getting a raise.

I've directed Michael Douglas and been misdirected by Jack Nicholson.

In my mind, crafting e-mails is an art form.

I still read the comics every day.