



LUCIAN BLAGA

Award-winning
Creative Director & Video Producer

ABOUT ME

Advertising. Marketing and Video Production Executive with more than 20 years working on every angle of Television, Film, Advertising, Photo, Video & Audio Production, 3D, VR, 360, Internet, Print, from idea, development and packaging to directing and producing. Knowledgeable about cinematic procedures, as well as the latest technologies, editing software and cameras. Offering a unique balance of leadership and creative, production, management and business skills. Versatile leader with proven success engaging and growing audiences, driving aggressive growth and enhancing profitability.

More info:
<http://arcaproductions.com/about.html>

CORE COMPETENCIES

Team Leadership
Creative Development
Production Management
New / Emerging Media
Social Marketing
Project Management
Creative Management
Product Development

Work history

President, CEO

2003 - Current

Arca Productions, Houston, TX

Magma Entertainment, Bucharest, Romania

- Creative Director and Producer of TV Shows, Commercials, Music Videos, Election Campaigns, Advertising Campaigns, Documentaries, 3D animations.
- Confident in working with top celebrities in Romania and abroad on TV Shows, Commercials, Infomercials, Music Videos, Concerts, Fashion Shows, and Advertising Campaigns (Jessica Simpson - Speedfit).
- Incorporated advertisers and products into commercials and shows in innovative ways (first 1 second commercial in Europe, first live broadcasted commercial on a stadium).
- Successfully contributed to the election of the Romanian President, and many other politicians as a campaign consultant.
- Led projects related to the establishment of two TV stations in Romania, managing a budget of over \$ 5,000,000. Coordinated the purchase of equipment, hired specialized personnel and produced the TV Shows, graphics and promos.

President Video Production, Creative Director, Partner

1999 - 2003

IZEXIM Group Media (Graphic Studio Production), Bucharest, Romania

- Produced and directed various TV Shows, Concerts, Music Videos, Commercials and other video productions for the National TV Stations and various Advertising Agencies and clients in Romania, Germany, UK.
- Coordinated and directed live broadcasts with the company's OB Vans, directed and produced TV Shows, Live Sports Events (owned the license for First League Soccer in Romania), Commercials, other Sport Events, Live Music Concerts and Movie Promos.
- Worked with BV McCann Erickson (Momentum) agency and the client for brands such as Gillette, Stella Artois, Coca Cola, Connex, Golden Brau and many others, covering the launch of these brand and products including creative development, production and launch of ATL advertising campaign combining traditional media & digital.
- Supervised a staff of 60, including mentoring, offering feedback and enforcing deadlines.

Head of Video Production Department

1995 - 1998

TV Neptun, Constanta, Romania

- Coordinated and trained 24 people in the Video Production Department at TV Neptun.
- Successfully produced the Stations TV Shows, Promos, Commercials.
- Turned TV Neptun from a local TV Station to a National TV Station. Raised the audience from 135,000 to over 4,500,000.



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SKILLS

Advertising, marketing, brand and product positioning, creative concepts, directing.

Field production, live production, control room floor, digital production process.

Video editing, graphics, sound editing & mastering.

Configuration of video and audio equipment.

Computer Skills

Adobe Premiere, Adobe Photoshop, Adobe After Effects, DaVinci Resolve, Cubase SX, Sound Forge, Adobe Audition, Adobe Illustrator, Autodesk 3DS Max.

CONTACT ME

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<http://www.arcaproductions.com>

Video Specialist

1998 - 1999

SONY Europe (O-Video Romania)

· Presentations and configuration of various TV Equipment (Cameras, Workstations, Video Recorders, Mixers, etc) and installation of the equipment in various locations in Europe (TV Stations, Video Production Studios).

Video and Audio Editor

1994 - 1995

TV Neptun, Constanta, Romania

· Video and Audio Editor, 2 and 3D animator, Graphic Designer.

News Presenter

1992 - 1994

TV Neptun, Constanta, Romania

· Produced and presented entertainment and lifestyle news reports.

Education

Film and Video 2000 - 2003

Media University, Bucharest, Romania

· Film Directing, Video and Film Producing, Film, Video and Audio Editing.

AWARDS:

MTV Music Award - Best Music Video for Directia 5 – Tot ce Vrei

2 times APTR Award (ROMANIAN ASSOCIATION OF TV PROFESSIONALS)

“Duminica in Familie” (Sunday in the Family) - live entertainment TV Show (Director and Producer)

“Irak - Stelele Desertului” (Irak - Stars of the Desert) - coverage of the Romanian Army stationed in Irak (Director)

PORTOFOLIO:

<http://arcaproductions.com/gallery.html>

EQUIPMENT OWNED:

- Blackmagic Cinema Cameras & Canon Lenses

- 6 Editing Workstations (Matrox & Blackmagic Design)

- 2 24 TB Video Servers

- Audio Studio (Yamaha DM 2000 VCM, M-Audio and Yamaha NS10 M Monitors, Senheisser Microphones, TC Electronic Finalizer, Powercore Firewire, various Focusrite Eq's, Compressors) Field Sound Recording – Roland R4 Pro, Tram and Countryman Associates Microphones, Senheisser Boom, various accessories.