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John Brevard Sample, MBA
digital media master technology sage political veteran

“With a state and national campaign and background and Virginia government experience, I’m returning to Texas to continue working in digital media, technical design, and public relations. I bring a rich set of hard skills and campaign experience to deliver the message.”

Experience Snapshot

- Political Campaigns 3 yrs in national, state, and local races; media coaching; and EDO / GOTV.
- Video Production 8 yrs using professional tools, managing deadlines and client expectations.
- Graphic Design, Layout, Web Development 7 yrs with hands-on-keys using industry tools.
- Database Design 5 yrs of project management and technical database development.
- Chinese Relations 3 yrs of real-world cultural awareness and familiarity in a professional capacity.
- Strategic Planning 6 yrs making long-reaching decisions requiring rich subject expertise.
- Startup Companies 5 yrs in entrepreneurial environments with constantly changing roles.
- Network Consulting 1.5 yrs troubleshooting complex systems and orienting stakeholders.
- Systems Administration 7 yrs designing and managing systems to ensure high-availability.
- Technical Training 5 yrs of group communication and making complex systems accessible.
- Team Management 4 yrs overseeing technical teams in production environments.

+ *political sensitivity*
the hard-won, yet
irreplaceable soft
skill of recognizing
public relations
landmines before
stepping on them

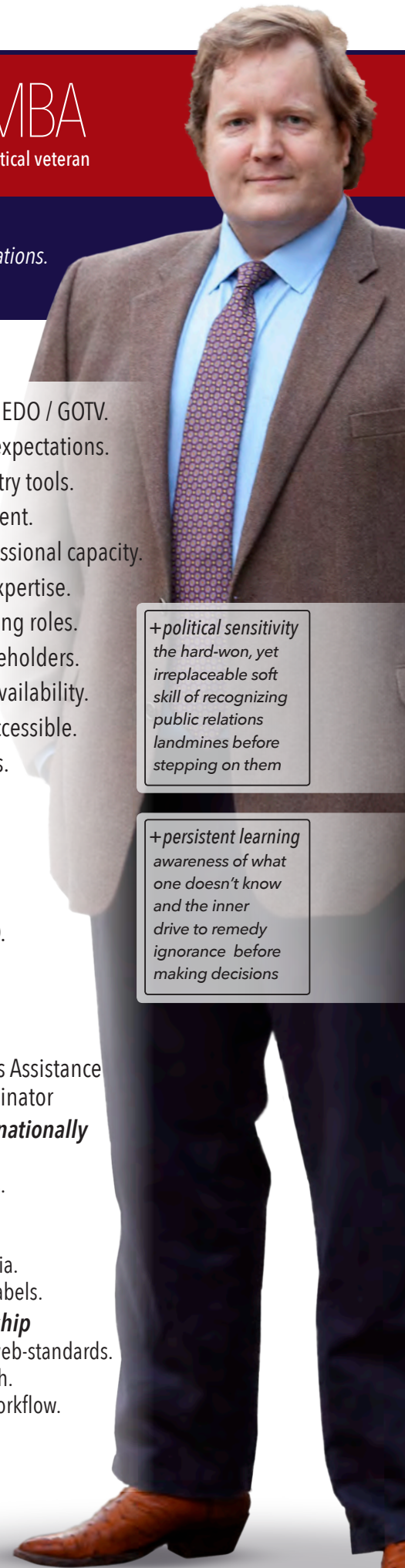
Formal Education

- Apr 2013 Diplomatic Liaison Officer Training, Fuzhou, Fujian Province, P.R.China.
- Jun 2006 First Year Law, St. Mary's University School of Law, San Antonio, TX.
- Aug 2003 M.B.A., Entrepreneurship from Daniels College of Business, Denver, CO.
- Aug 1997 B.A., Government, Philosophy minor; University of Texas at Austin, TX.

+ *persistent learning*
awareness of what
one doesn't know
and the inner
drive to remedy
ignorance before
making decisions

Employment Chronology

- Oct 2010 – Oct 2015 Marketing for the State of Virginia, Department of Business Assistance and served as Information Security Officer, Technology Officer, and Telecom. Coordinator
created the “VirginiaDBA” brand, and promoted Small Business interests internationally
 - served Officially as Economic Liaison Officer for Virginia to Fujian Province, China.
 - joined trade missions to China with the Governor’s office and its Chinese counterparts.
 - hosted numerous Chinese diplomatic and trade delegations to Virginia.
 - created culturally-tuned Chinese marketing collateral and trade promotion videos.
 - supported the first wholesale commercial wine shipment to China market from Virginia.
 - facilitated localization of products for Chinese market and including asian language labels.***leadership role in technical efforts and bridge between developers and leadership***
 - rebuilt a Delphi-based agency back-office project management database to modern web-standards.
 - transitioned Virginia’s Business One Stop registration database away from Adobe Flash.
 - accommodated the State Corp. Commission’s eFile system and integrated into BOS workflow.
 - served as technical lead / subject matter expert during agency merger.
 - managed multiple other web and mobile workflow process improvement projects.



- Oct 08 – Present Digital Media Production Political Campaigns and Independent Projects
filled multiple roles for national-stage campaigns: Chris Christie '09, Scott Brown '10, and others.
 - designed Election Day Operations (EDO) video production for 100's of remote operators and ≈30min turnaround.
 - provided technical media expertise and coordinated new media messaging efforts with campaign management.
 - created and produced same-day turnaround, reactive campaign video packages for broadcast and internet.
 - constructed numerous custom and print collateral pieces to support digital media many including asian languages.
 - assisted in Election Day Operation war room setup and activities to coordinate resource distribution real-time.
- Aug 08 – Nov 08 Broadcast and Online Video Production for McCain-Palin 2008, Arlington, VA
half of a two-man team operating six-person in-house studio at national campaign headquarters
 - controlled satellite broadcast via switched fiber and coordinated with remote stations for 'satellite tours'.
 - managed talent, set up interruptible foldback (IFB) and improvised workarounds for live broadcast.
 - coordinated segments with Fox, CNN, NBC, CBS, ABC national control rooms and made local adjustments.
 - troubleshooted numerous issues including shattered fiber lines, tuning satellite receivers at remote stations.**one of two offline video postproduction editors for output to broadcast, DVD, embedded video**
 - designed and set up gigabit subnet for editing workstations to link with 20TB video asset server.
 - worked with coalition directors and political approval and legal departments to produce packages.
 - smoothed audio, removed gaffs, subframe audio edits, and other high-polish changes to raw video.
- Mar 07 – Sep 07 Business Consultant for Murphy Bonded Warehouse, Shreveport, LA
restored a 6% profit with a P/E ratio over 1.2., up from a 1-2% loss
 - evaluated financials of transportation division and presented recommendations to management.
 - increased backhaul from 20% to 72% by integrating broker services into load scheduling.
 - restored operational profitability with low margin, high revenue logistics environment.
 - increased operational efficiency, developed business, and insurance load.
 - recommended corporate structure and insurance coverage changes
- Jun 03 – Mar 05 Managing Partner "Objective Factor", Denver, CO and Houston, TX
- Mar 01 – Aug 01 Network Consultant for Yellowstone Communications, Inc., Livingston, MT
- Jun 00 – Feb 01 Media Director for 23 Skidoo, Inc. Austin, TX
- Sep 99 – Jun 00 Systems Administrator for Public Strategies Inc. Austin, TX
- Aug 98 – Sep 99 Servers / Network and Imaging Support for Apple, Inc. Austin, TX
- Jan 97 – Apr 98 Systems Administrator for UT Office of Public Affairs, Austin, TX

Hard Skills & Expertise

- Video Post-Production: Apple Final Cut Pro, Motion, QuickTime, Motion-Match, Color Grading & Balance, Telecine, Codec / Format / SD, HD/2K, 4K Conversions, Compression.
- 2D Design: Adobe Creative Suite (Photoshop, Acrobat, Illustrator, InDesign).
- 3D Modeling / Animation: Carerra Studio, Bryce.
- Web Development: HTML5, HTML4, CSS 3, H.264, Dreamweaver.
- Network Design: TCP/IP, 802.11x, NAT / Port Mapping, DNS Tree, OSI Model, Firewalls.
- Server Products: OS X Server, Media Streaming, POP/SMTP/IMAP/FTP/SSH/VNC, et al.
- Basic Productivity: Mac OS X, Windows 7, MS Office (Outlook, Project, Word, Excel, PowerPoint), iWork (Pages, Keynote), Omni Suite (Outliner, Graffle, Plan), MySQL Server / SQL, FileMaker Pro.

+ deep knowledge saturation that can only result from weeks of absorbing information to satisfy a need for full understanding

General Skills

- Natural 'Problem Solver' and a quick study of new systems, task, or challenge.
- Straightforward Communicator; strong liaison between engineers, executives, geeks, and non-technical.
- Creating Unusual Solutions with existing information tools; making-it-work in critical situations.
- Comfortable with Travel as part of a position and adapting technology to the location.

business quantitative

- Financial Assessment including correlation across periodic financial statements.
- Ratio Analysis of corporate financial statements to identify trends and long-term changes.
- Identifying Trends and using a wide range of tools, often with unstructured data.
- Future Pro-Forma Projections from existing financial data for situational modeling.
- Generally Acceptable Accounting Principals (GAAP) and managerial accounting fluency.
- Statistical Business Analysis (sampling and confidence intervals) and marketing applications.
- Budgeting and Strategic Planning for Projects, polling experts and achieving consensus.
- Application of Excel for Data Analysis and Financial Forecasting; pivot tables, goal seek, linking.

business communication

- Clear and Precise Audience-Targeted Writing including technical writing.
- Strong Presentation Abilities; PowerPoint savvy, but prefer Keynote & Prezi.
- Creation of and Working Within Cross-Functional Teams, both experience and specific training.
- Presentation Authoring: organization of data through tasteful use of color, and design.
- Process Analysis, Redesign and Change-Control Management including total impact estimation.
- Plain-Language Explanations of complex technical systems through analogy and examples.
- Human Resource and Personnel Management Techniques and appreciation of legal liability.
- Public Relations Sensibility and appreciation for the public institutional image; spin control.
- Strong Legal Background and experience with content licensing, IP use, and brand treatment.

*+ adaptive thought
beyond 'outside the
box' - the nuanced
skill of inventively
solving problems
without perfect
information, quickly*

*+ broad gap bridging
unifying differing
backgrounds and
putting people on
the same page who
haven't read books
from the same library*

Notable Interests

general

- Avid Still Photographer with 20+ years of experience.
- Intellectual Property Law and public policy (DRM software schemes and copyright / patents).
- Private Aviation and Space Technology, particularly helicopters and commercial spaceflight.
- Racquetball, Tennis, Snow Skiing, Quad-Line Stunt Kites.
- Founded University Skeptical Society at University of Texas at Austin.
- Memberships: Texas Exes Association, Intertel, Sons of the Republic of Texas.

technical

- Computing Technology and related innovations (processors, nanotechnology, AI, mass storage).
- Telecommunications Advances (satellite, bandwidth density, fiber optics).
- Component Miniaturization and materials technology (microturbines, microprocessors).
- Cryptography, Firewalls, and Network Security (quantum key distribution, IPv6, authentication).

