

- Delray Beach, FL
- 770-330-6008
- walterbiscardi@gmail.com
- Portfolio
- LinkedIn
- Instagram
- Food and Travel Blog

**HONORS**  
 Honors include multiple Emmy, Peabody & Telly Awards.

- SKILLS**
- Branding
  - Creative Strategy
  - Original Content
  - Storytelling
  - Digital Strategy
  - Project / Team Mgmt
  - Processes / Operations
  - Budgeting
  - Workfront
  - Producer / Director
  - Adobe Creative Suite
  - Final Cut Pro
  - Avid Media Composer
  - DaVinci Resolve
  - Digital Asset Mgmt.
  - NAS/SAN
  - HD / UHD / 4k Cameras

# WALTER BISCARDI JR.

VP, MARKETING | VP, CREATIVE DIRECTOR | STORYTELLER

Award-winning creative leader who drives all aspects of original content creation and implementation including media, video, print, animation and live experiential to deliver innovative storytelling and branding. Able to fully understand and plan the creative processes, operates with a strong sense of urgency, confident leadership and delivers results-oriented storytelling within budget and deadline every time. Can contribute by:

- Building and leading teams in the execution of storytelling campaigns that ensure ROI.
- Developing streamlined workflows, improving creative efficiencies.
- Creation of long and short-form original content targeted to specific demogra
- Managing many projects across multiple locations and disciplines at once.

## CAREER HISTORY

### 2018. VP of MARKETING & MESSAGING, STORYTELLER: The Mullings Group

*TMG is consistently recognized as a global leading search firm in the medical device and life sciences industries.*

- Lead the branding and storytelling evolution of TMG's brands, building out a nimble, in-house agency anchored around award-winning talent that can deliver quality storytelling to any format, long and short form, to any medium. In just 6 months I have tripled the original content deliverables over the previous 12 months.
- Developing a digital media network including original programming, original storytelling series, digital distribution and studio design to amplify TMG's media footprint.
- Produce & lead hiring narratives for clients based on documentary and docu-reality storytelling.

### 2017 - 2018. CREATIVE DIRECTOR, STORYTELLER: Georgia-Pacific LLC.

*Leading manufacturer of tissue, pulp, paper, packaging, and building products with household name brands such as Brawny, Quilted Northern, and Dixie cups and tableware.*

- Strategized and executed 'moving the needle' campaigns to create connective storylines with the consumer, countering negative perceptions due to timber related operations and political biases.
- Implemented agency workflow in Corporate Communications and GP Studios. Introduced strategic storytelling and campaign workflow to develop cohesive messaging vs. reactionary 'one-offs.
- Identified weaknesses and proposed solutions to GP Studios production studio and post-production facilities to improve creative output, prepare for new digital specifications and elevate the creative branding.
- Strategized and produced internal marketing storytelling for new product rollouts from Dixie, Angel Soft, Mardi Gras and Stainmaster brands.

### 2001 - 2017. CREATIVE DIRECTOR, EXECUTIVE PRODUCER: Biscardi Creative Media.

*Award-winning media production company producing for a global audience and global clientele, focused on quality storytelling.*

- Architected the conception, creation, and delivery of original broadcast and digital media content to clients including *Food Network, Cooking Channel, Sesame Street, PBS, ABC News, Bridgestone Golf, PING, The Carter Center, Bill and Melinda Gates Foundation, Kroger, Home Depot Racing and Victoria Stilwell.*
- Designed a creatively efficient production studio encompassing production, post-production, asset management, insert studio and client amenities in a 6000 sq. ft. custom building. Directly managed a core team of 6 with up to 45 crew on any given project from studio to remote locations including US and overseas.
- Produced and created workflow and operational processes for broadcast delivery projects including "Good Eats" Seasons 9-12 (*Food Network*), "This American Land" Seasons 1-3 (*PBS*), and dozens of stories to *NBC News, The Weather Channel, Sky News and more.*
- Created workflow and operational processes for two feature documentaries (*PBS*) encompassing over 6 years of original production in the US, Mexico, Africa and South America.

### EARLIER:

Creative Director & Partner, ACME Digital Design; Senior Video Editor, Primerica Financial Services; Studio Manager, Foxwoods Resort Casino; Video Editor and Producer, CNN.

**Additional:** Author & Trainer for Lynda.com / LinkedIn Learning on Video Producing. Author for CreativeCow.net

## PERSONAL

I threw a perfect game and batted .704 when I was 17, even had the Dodgers come scout a game. I proudly served on the Board of Directors for *Pilots-N-Paws*, the largest animal rescue group in the US. I am my mother's son who loves to cook and entertain friends around the dinner table. At home you'll find our four-legged children, Molly the Wonder Dog along with the felines Bert and Ernie. When not at home, you'll probably find my wife and I either on a cruise ship or a culinary adventure.

# WALTER BISCARDI JR

SELECTED WORKS

770.330.6008 | PORTFOLIO

## PROJECT

## ROLE

|   |   |
|---|---|
| <i>Ice Cream Nation</i> : Original Digital Cooking Series, CLN  | Original Concept, Producer, Director, Editor, Post Supervisor, Colorist |
| <i>Fork U</i> : Original Digital Food Science series, CLN   | Executive Producer, Director, Editor, Post Supervisor, Colorist         |
| <i>The Number 13</i> : Animation, Sesame Street   | Producer, Writer, Editor, Animator, Sound Design                        |
| <i>Good Eats</i> : Series, Seasons 8 - 12, Food Network   | Editor, Animator, Colorist, HD Consultant, Post Production Supervisor.  |
| <i>Southern Scoops</i> : Original Digital Food / Travel Series, Pilot.  | Original Concept, Producer, Director, Editor, Post Supervisor, Colorist |
| <i>Arson Dogs</i> : Digital Series, Victoria Stilwell / State Farm  | Post Supervisor, Colorist, Graphics.                                    |
| <i>Water Science with Wade!</i> : Elementary School Education   | Producer, Writer, Director, Graphics, Colorist, Post Supervisor         |
| <i>We Are</i> : Digital Series / Public Image Campaign, Georgia-Pacific   | Original Concept, Producer, Director                                    |
| <i>Dark Forest Black Fly</i> : Feature Documentary, PBS   | Producer, Editor, Colorist, Graphic Design, Post Supervisor             |
| <i>There &amp; Back Again, A Water Story</i> : Feature Documentary  | Producer, Writer, Editor, Graphics, Colorist, Post Supervisor           |
| <i>Yoopera!</i> : Feature Documentary   | Editor, Post Consultant   |
| <i>Make An Impact</i> : Marketing Campaign, The Mullings Group  | Original Concept, Producer, Director, Editor, Colorist.                 |
| <i>This American Land</i> : Original Series, PBS  | Managing Producer, Post Supervisor, Editor, Graphic Design              |
| <i>Foul Water Fiery Serpent</i> : Feature Documentary, PBS  | Producer, Writer, Editor, Graphic Design, Post Supervisor               |
| <i>Science Nation</i> : Digital Series, National Science Foundation   | Post Supervisor, Editor, Colorist, Sound Designer                       |
| <i>Assignment Earth</i> : Original Series, Al-Jazeera International   | Producer, Editor, Graphic Design, Colorist, Post Supervisor             |
| <i>Global Health Frontline News</i> : News Segments   | Editor, Colorist, Post Supervisor,                                      |
| <i>Network Earth</i> : Original Series, CNN/TBS   | Editor, Producer  |
| <i>Foxwood Resort Casino</i> : Dealer & Casino Operations Training & Marketing  | Studio Manager, Producer, Executive Producer, Writer, Director          |
| <i>Facility Design</i> : Biscardi Creative Media, Georgia Public Broadcasting, ACME Digital Design, The Mullings Group. | Facility Designer, Equipment Specification, Consultant.                 |

## ACHIEVEMENTS & SHARED HONORS

|  |
|--|
| 2008 Telly Awards (5) - Editor, Producer and Animation   |
| 2007 Peabody Award - "Good Eats": Animator   |
| 2007 Telly Award - "Good Eats": Animation  |
| 2007 Telly Award - "This American Land": Editor, Producer  |
| 2005 Aurora Platinum Best of Show, Animation - "Good Eats": Animator                                       |
| 2005 Aurora Gold Award, Printing & Publication : Editor  |
| 2005 Telly Award - "The Tennessean Williamson County" - Editor   |
| 2005 Telly Award - "Marriage": Editor, Motion Graphics   |
| 2004 Aurora Platinum Best of Show, Editing - "Inner City Evangelism":                                      |
| 2004 Aurora Platinum Best of Show, Public Relations- "Off Center Dance Theatre": Prod. / Director / Editor |
| 2004 Telly Award - "Off Center Dance Theatre": Prod. / Dir. / Editor                                       |
| 2004 Telly Award - "Powder River Basin": Post Production   |
| 2003 Telly Award - "GMVT": Editor  |
| 2002 Telly Award - "Love Never Fails" : Editor   |
| 2002 Telly Award - "Finding Christ in Crisis" : Editor   |
| 2000 Southeastern Regional Emmy Awards (2) - "Salsa" Post/Animation  |
| 1999 Southeastern Regional Emmy Award: Editor  |
| 1999 Southeastern Regional Emmy Awards (9) - "Salsa": Post/Animation                                       |
| 1998 National ITVA Award of Excellence for Editing - "Hit the Ground Running with Gwinnett"                |
| 1996 Telly Award - "An Architectural Interpretation of Foxwoods Resort Casino": Producer                   |
| 1996 Telly Award - "Tour de Chefs": Producer   |
| 1993 National Emmy Award - "Network Earth" - CNN/TBS: Editor   |
| 1994 New York Festivals - Gold Award, Best Documentary - "Guatemala, Rising from the Ruins" : Editor       |
| 1994 New York Festivals - Nominated, Editing for a Television Series - "Network Earth" - CNN/TBS           |
| 1993 CableACE Award - "Network Earth" - CNN/TBS: Editor  |