

# Gary J. Tassone

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Minneapolis, MN

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612-868-8600

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Executive Producer

**Objective:** • To deliver high quality, cost effective, on-budget, on-time execution of the brand message.

**Assets:**

- Fluent in all aspects of commercial production, post production, talent, music negotiations and celebrity talent wrangling.
- With diplomacy as strength, the ability to collaborate effectively and direct a team of diverse individuals in various professions and at every level.
- Conscious of schedule, deadlines, and budget; aware of what must be accomplished to stay on track and on budget.
- Expertise in analyzing all production estimates not only for cost savings but quality management.
- Experience presenting to and working with senior management and where needed, training brand personnel in their roles in the TV commercial production process.

**Career Highlights:**

- Executive Producer for Peterson Milla Hooks. Played an integral role in the branding of Target, receiving national recognition.
- National spots for: DMB&B, Grey (NY-LA-Toronto), Foote Cone & Belding, Jordan McGrath Case & Taylor, Leo Burnett, Lou Beris & Assoc., NW Ayer, Ogilvy & Mather, Saatchi & Saatchi (NY-Toronto-London), Tatham RSCG, Peterson Milla Hooks
- Major industrial film for Honeywell Inc. covering four continents
- Named Executive Producer of Em Com Film and Tape
- Three weeks in Japan and Korea with Walter Cronkite on "Robotics" (ENG audio)
- Two weeks in the Philippines interviewing Corazon Aquino (ENG audio)
- Emmy nomination for West 57th St. segment (ENG audio)
- Promoted over 30 concerts and shows in upper Midwest.
- Six weeks in Central America, Germany and Canada photographing annual report
- One of founding editors of Twin Cities Reader

**Experience:**

- Executive Producer for over 350 national commercials for Target. Building Target into one of the most recognized brands in the country.
- As line producer, national spots for Camay, Cascade, Charmin, Crest, Crisco, Duncan Hines, Era, Fisher Nut, Glade, Ivory, Lava, Scope, Sun Maid Raisins, Target, Tide, Turtle Wax and Zenith
- International orientation film for Honeywell Inc. A 16mm film shot in Brussels, Tokyo, Hong Kong, Sydney, Phoenix, Toronto, Tijuana and Minneapolis
- Two one-hour instructional ski films for 3M's "Mastery Series"
- Covered Hurricane Gilbert for CBS Evening News (ENG audio)

**History:**

<b>Currently</b>	Supervising broadcast production of Target's external advertising agencies. Producing broadcast commercials for Target's inHouse advertising agency.
<b>10/94 - 1/09</b>	Executive Producer for Peterson Milla Hooks. Responsible for all aspects of TV and radio production. Supervised staff of four producers, generating 20-30 TV commercials a year for Target, with additional project work for Anheuser-Busch, Mattel and USA Network.
<b>7/86 - 10/94</b>	Line produced over 100 national and regional commercials.

**1/81 - 7/86** Self-employed as ENG (electronic news gathering) audio technician/production manager. Handled network contact and coordination, set up national interviews and arrangements. Sought new business from non-network clients, worked on concept and client education while meeting their objectives through budget control and management.

CBS Evening News	ABC World News Tonight
60 Minutes	20/20
CBS Sunday Morning	Nightline
West 57th Street	ABC Sports
CBS Reports	Christian Science Monitor TV

**8/81 - 12/81** PM Magazine - Top rated TV magazine show in its time slot. Conception, field production and on air talent for series on photography. Completed 14 two-minute segments.

**6/81 - 8/81** "Purple Haze" - Feature film - Second assistant director.

**6/75 - 12/80** Orpheum Theater Corporation - Comprised of companies listed below. Production Mgr. for MusicSphere Productions - concert promotion - 4 1/2 years. Distribution Coordinator for Circuit Films - film distribution - 2 1/2 years. Theater Manager for Orpheum Theater (legitimate theater).

Over 30 concerts and shows promoted:  
From Bob Dylan to Dolly Parton to Liza Minnelli to "A Chorus Line".

**9/71 - 6/75** Free-lanced as a commercial/editorial still photographer. Clients included:

Bozell-Jacobs	Rolling Stone Magazine
Campbell-Mithun	CBS Records
Carmichael-Lynch	A&M Records
Dayton-Hudson Corp.	Norwest Bank System
Powers Dept. Stores	First Bank System
Master Card	Abbott Hospital Corp.
Esquire Magazine	WCCO-TV

Most Extensive Photo Assignment:  
Annual Report for H.B. Fuller Company - Six weeks in Central America, Germany and Canada

One of the founding editors of the Twin Cities Reader.

Employed by the Minnesota Daily for three years. Positions included photographer, photo editor and art director. Directed staff of twelve photographers.

Held a Teaching Assistantship at the University of Minnesota in Photojournalism for two years, instructing basic and intermediate photography.

**Education:**

Bachelors Degree In Psychology from West Virginia University.

Two years graduate work toward a Masters Degree in Photo-Journalism from the University of Minnesota.

**References:**

Upon request.