

# SALYER

Director



## Profile

Seasoned Director and Multi-Media Artist versed in multiple aspects of Film and Video Production for Theatrical, Television and Web Application.

## Experience

### **1973-1976 Bethesda, MD. Bethesda-Chevy Chase High School**

*Graduate*

General Studies GPA 3.2- Lettered in Varsity Baseball and Basketball

### **1976-1980 Boulder, CO. University of Colorado**

*Graduate*

B.A. Economics GPA 3.0, Fraternity - Delta Tau Delta

### **1981-1983 Los Angeles, CA. Pacific Artists Talent Agency**

*Commercial Model* - US and Europe

### **1982-1984 Hermosa Beach, CA. Warren Miller Ski Productions**

*Director of Publicity*

Oversaw all aspects of promoting/advertising/publicizing filmmaker and his work.

### **1985-1988 Los Angeles, CA. West End Productions**

*Founding Partner*

Produced Fashion driven video content for MTV's "Addicted to Style". Clients included Body Glove, Gotcha Sportswear, H. Cotler Men's, Sun Ice Ski Wear, Generra, Pazzo, In-Wear/ Matinique, L.A. Gear...

Versed in 8mm and 16mm Film Production and all other aspects of Producing Short Form Video for TV.

### **1986-1988 Westwood Village, CA. UCLA Film School**

*Student*

### **1988-1990 Hermosa Beach, CA. Body Glove International**

*Director of Advertising*

Represented Licensor and all affiliated Licensees. Created signature print and television media to drive trendy surf clothing company to become *Hottest Sportswear Designer of the Year in 1990*.

## **1990-1995 Melrose Place Los Angeles, CA. Big Blue Foundation Inc.**

*Founder and Executive Director*

Environmental Media Company. Created and Organized National and International Media campaigns for various Environmental and Social Causes. Collaborated with Motion Picture Celebrities and high profile Musical Talent. Pioneered the production and placement of Public Service Film Trailers that were distributed by 17 major theater chains in 4,000 theaters Internationally.

### **Key Campaigns**

- **1991 United Nations Earth Summit** - aimed at putting political pressure on President Bush to attend the Rio de Janeiro Conference. Included the production of a searing PSA narrated by James Earl Jones, filmed from the POV of a monkey caught in a rain forest fire. Endorsed by the 12 leading Environmental Organizations in the World and Senator Al Gore, the message and 1-800-LEAD-RIO call to action ignited World-wide media coverage of the Summit.
- **1992 Protecting America's National Forests** - PSA narrated by Paul Newman and funded by Lighthawk, the Environmental Air Force. Shown in 3,000 theaters and sent to both Presidential Candidates. Insiders credit campaign with helping initiate the "Forest Summit" that April in Oregon.
- **1993 Protecting Animals and the Earth** - PSA included music by Enya and was funded by The Humane Society of the US and Paul Mitchell in recognition of the 20th Anniversary of the Endangered Species Act of 1973.
- **1995 Change We Must** - PSA included music by Jon Anderson (YES) and was funded by Kodak and Disney. Campaign aimed at uncovering the roots of violence in our culture and the responsibility of the media.

## **1990-1992 Melrose Place Los Angeles, CA. N. Lee Lacy Agency**

*Director-TV Commercials*

Represented by Agent to Direct national TV commercials. Clients include IZOD LaCoste, Paul Mitchell, Kodak and Disney.

## **1996-2003 Frederick, MD. Salyer Studio Faux**

*Multi-Media Artist - Owner*

Moves back to East Coast due to death of Father. Commissioned for large scale paintings, textures and Trompe L'oeill for commercial and high end residential clients, including Restaurants, Bars, Night Clubs, and Clubhouses. Described in Washington area newspapers as "Michael Angelo esque" and able to "transform interiors and ceilings into artistic wonders".

- Infamous **Bohemian Caverns Jazz Club** in DC - recreated a realistic cave setting
- **Paul Mitchell Partner School** - Frederick, MD - Relief Trompe L'oeill recreated the Erectheum Temple in Athens, Greece. 80ft x100ft textured painting in Grand Ballroom.

- **“Imagine” Film** - Wrote, Produced, and Directed this Documentary exploring the importance of Art as a commodity to the growth of the Frederick community.
- **“First Night 2000”** - Directed and Produced the Millennial Celebration Event in Public Park for the City of Frederick - 5,000+ attended
- Performance Art Events - Directed and Produced multiple venues incorporating live models as animate and inanimate art objects, live music performances and large scale video projection. Labeled as “a trend setter” by Frederick Magazine. Perfected live performance lighting, set and location design.

### **2004-2007 Frederick, MD. IDMakers, Inc.**

*President and Artistic Director*

Married in 2003 and formed new firm with Wife, Rhonda, Interior Designer.

IDMakers is an Alliance of Image Makers, Designers, Visual Artists, and Digital Media Professionals.

Produced corporate image- driven Commercials for Web and TV, Documentaries and a TV Talk Show. Projects included **City of Frederick “A Great American Business Destination”** - a documentary style marketing film **Shady Grove Fertility Center** - a documentary style corporate image film, **Maya Talk Show, Frederick Aviation, Frederick County Bank, Grace Community Church “Sowing Grace”, Downtown Frederick Partnership “Frederick Rising” and Paul Mitchell Partner School...**

- **Launch Frederick’s first .tv web site**
- **72 Film Fest - Frederick, MD - 3 day Filmmakers Contest and Event** - Co-Founder and Producer
- **Addy 2007** High Rock Interactive Commercial
- **Telly 2007 Bronze** Paul Mitchell Partner School “The Temple”
- **Telly 2007 Bronze** Shady Grove Fertility Center “Seeds of Hope”

### **2007-Current Frederick/Hagerstown/Columbia, MD, High Rock Interactive**

*Partner and Creative Director Film/Video*

High Rock is a boutique style Ad Agency specializing in Web Development, Print and Video Production. Responsibilities include Script Writing, Directing, Producing, Shooting HD Cameras, Casting, Music Scoring, Editing and Integrating video for web and television application. Over 30 projects to date . Clients include **Jewelers, Churches, Banks, Dentists, Magazines, Professional Motivational Speakers, Medical, Insurance Companies, Funeral Homes, Hair Salons, Orchestras...**

- **Frederick Magazine “Off The Page”** - Produced, Directed and Edited monthly lifestyle-driven TV Entertainment Show.

Excerpts from recent letters of Recommendation:

## Shady Grove Fertility Center

Mark Segal CEO, Michael Levy, MD. and Patty Stull

"Your film captured the essence of Shady Grove as an organization and, more importantly, expressed our real commitment to our patients in the form of hope. We believe this film was inspired."

"IDmakers was a complete pleasure to work with throughout, from the creative process to hammering out shoot schedules, editing, music and production. It still touches our audiences in a significant way and often evokes tears."

"We are very proud of this powerful piece—it far exceeded our expectations!

We had wanted to do a video for many years, but knew it would take a special artist to make it happen."

## Frederick Magazine

Tom Gorsline, Publisher

"Salyer is one of the most creative artists I have ever met who has the ability and talent to see and express himself through various artistic mediums... painting, film, video, photography and I would imagine most anything that captures his interest."

"Your creative direction and efforts brought the one dimensional printed pages of Frederick Magazine to "life" with our video promotional series of "Off the Page" that quite frankly exceeded all my expectations."

"You captured and blended the visual elements and voice narrative to tell a story that the printed magazine page could never accomplish.

If creativity and experience are important objectives then you will not find anyone better suited than Salyer."

## Grace Community Church

Pastor Dallas R. Greene

"I have the highest regard and respect for Salyer. He has the creative soul of an artist with great attention given to detail. He has the people skills to build a great team and finish a project well."

"Salyer is able to dive with his whole soul into a project and inspire people to hope. It was a masterpiece. You will do well to see the value of this gifted man."

## Certified Network Group

Georgia Patrick

"The work he did to capture the essence of the Certification Network Group was creative, thoughtful and collaborative.

He captured the passion of leadership and defined moments of magic and greatness."

## Hagerstown Magazine

Kate Rader, Publisher

"I felt my heart lift as the music began. As I watched, I felt an overwhelming emotional connection with the imagery—as if the Magazine's essence had been captured exactly."

"From the familiar faces to our favorite places, each second of that video is a poignant expression of why we pour our hearts into creating HM every day... an unexpected gift from Salyer and his team that will last well beyond the holiday season."

## William Cochran

Painter, Founder of Shared Vision

"Salyer is a creative and talented film-maker, editor and creative entrepreneur with a visionary spirit and outlook. He knows how to tell a story and deliver the sizzle with his visuals and his editing. He is filled with enthusiasm and new ideas and works diligently and with skill and energy to achieve them. His work in Frederick Maryland helped build the city as a vital arts center. He has supported numerous creative endeavors and has a talent for putting interesting projects together. I have witnessed his sharp and sensitive editing skills in action, bringing life, electricity and excitement to many unpromising situations and characters, revealing the compelling story that was there all along, unnoticed by others, waiting to be told."

## City of Frederick

Richard Griffin, Director of Economic Development

"IDmakers prepared an outstanding economic development video for the City of Frederick. This web streamed video gives business decision-makers fingertip access to visual information about Frederick and increases the likelihood of business location and expansion in Frederick."

## Colonial Jewelers

Patty Hurwitz

"We had the opportunity to work with Salyer on a cable advertising campaign last year. We found his work to be highly creative and technically of high quality. Salyer was responsive to our needs and the changes/ revisions we requested. He is a talented film maker and a good person."

## Frederick Aviation

Julie O'Brien, Director of Marketing

"His expertise and vision were right on the mark! There is a creative spirit and out of the box thinking process that takes place with Salyer."  
"He has an uncanny ability to see things from many angles. He would be a great asset to any company looking for a fresh distinction from the norm.  
He has my highest recommendation without reservation."

## Julie Gaver

Professional Speaker

"Salyer is a visionary and creative genius. He created a concept that truly captured the heart and spirit of my work."  
"I was moved by his uncanny ability to communicate the essence of my personality in such an artistic and imaginative way.  
The positive feedback I have received on the video has been phenomenal.  
Salyer is a gifted artist and a true professional. I will always consider it an honor to have worked with him."