



Samuel Potter

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Qualifications Summary

Insightful, results driven professional with notable success directing a broad range of initiatives while participating, planning, designing, and completing solutions in support of business objectives. Hands-on experience leading and participating in all stages of projects from initial architecture to sales and marketing. Outstanding project and program leader; able to coordinate and direct all phases of project efforts while managing, motivating, and guiding teams. Excellent technical skills in software and web development and excellent artistic skills in design and concept.

AREAS OF EXPERTISE:

- ★ Project Management
- ★ Web Solutions
- ★ Video Production
- ★ Graphic Arts
- ★ Motion Graphics
- ★ Research & Development
- ★ Graphic, Web, Print, Designs
- ★ Web & E-Commerce Development
- ★ Audio Narration & Engineering
- ★ Video Editing
- ★ Personal Skills & Selling
- ★ Policy Planning / Implementation

Professional Proficiencies

Software: MS Project, MS Excel, MS Outlook, MS Access, ODBC, SQL, dBase, OpenScript, HTML, XML, CSS, JavaScript, SSL, Miva Merchant, Adobe Illustrator, PhotoShop, In Design, Flash, Dreamweaver, Premiere Pro CS4, Final Cut Pro, Avid, After Affects, Encore CS4 (DVD Authoring), ToolBook, VB, ASP, Pro Tools, SoundForge, etc...

Business Management: Business Plans for projects from small to multi-million dollar solutions, Project Accounting, Cost Benefits Analysis, Bookkeeping, Project Manager, Concept Presentations & Story boarding, B2B & B2C Marketing, Direct Sales, Full Life-Cycle Product Development., Entrepreneur.

Video Production: TV Production - Script Writing, Directing, Camera Operations, Editor, Host, Exec Dir. Expert with Online Video delivery. Corporate Video Production - Direct, Edit, Special Effects, Producer
Video Products - Concept & Design, Packaging, Distribution, DVD Author, Editor, Sales.

Professional Experience

Action Outdoors TV, Portland, Oregon
Executive Producer

2003 - 2009

As Producer and Host, I took on all facets of a 30 minute, weekly television show airing 26 episodes per season I was the lead editor and the main Host of the show and also took on sponsorship sales and marketing of production for the television show. Action Outdoors TV aired on Comcast Cable to customers throughout the Pacific Northwest and on other various networks nationally to a diverse audience. The TV show was used as a marketing arm for sales of current video products and other products yet to be determined. My duties at Action Outdoors TV were balanced with my duties at Universal Edge, Inc. (see below)

Universal Edge, Inc. Bellevue, Washington
Director Internet Development

1997 - 2008

While working for Microsoft I exercised my exit strategy with the stock I had accumulated and became part of Universal Edge, Inc. which is an Internet business solutions company specializing in web hosting, web development, multimedia creation and distribution, corporate identity, and internal systems solutions. Over the past 13 years I have managed the development of hundreds of web sites, many custom database applications, several CD-ROM's, countless brochures and product packaging. Customers range in size from Microsoft & Coca Cola to smaller companies like All Oregon Landscaping and others. Project management became my focus as I directed vendors and contractors on concepts and technologies, and worked with customers on achieving their goals and objectives.



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Professional Experience (cont.)

**Microsoft,
Online Specialists**

Redmond, Washington

1994 - 1998

Beginning by providing consulting services to Microsoft on Internet training technologies, I was soon after asked to join Microsoft as a full time employee. My responsibilities included the training and education technologies for the World Wide Sales Group and to work with Jeff Raikes, SVP World Wide Sales, and Bill Gates, CEO to roll out the systems. Technologies included Web Based Interactive Training, Educational TV programming via Satellite & web based delivery, Streaming real-time video distribution and production. Curriculum development, production, and distribution. Managed teams and vendors to accomplish company objectives and goals.

**Asymetrix,
Support Engineer, Programmer/Consultant**

Bellevue, Washington

1992 - 1994

Started working for Paul Allen at Asymetrix as a Technical Support Engineer for their programming language OpenScript. I quickly advanced to the position of Consultant where I traveled North America creating custom business solutions for fortune 500 customers such as Lucent Technologies, HP, Microsoft, and others. Handled installation and implementation of educational Course Management Systems for clients such as University of British Columbia, Washington State University Bellevue Community College, and others including corporations and government. I developed custom Windows software applications, managed development teams as a lead consultant, and collaborated with core management on projects and objectives.

Education

University of San Diego
Microsoft
Clark College
Columbia River HS

San Diego, CA
Redmond, WA
Vancouver, WA
Vancouver, WA

BA
Microsoft Certifications and Computer Science
Computer Science
General Educations

Personal Interest

I enjoy outdoor activities such as fishing and hunting or any activities where I can develop strong relationships with people I find interesting. My family also plays a large role in my interests as I like traveling and spending time with them. I also enjoy playing music and composing songs on my guitar and drums and even do a little singing. Photography is also an interest of mine that I have often used in my professional career. I own several Nikon cameras and enjoy capturing images of nature, people, and other things I find interesting.

Additional Information

In addition to the jobs and experience listed above I have also done the following:

- ★ Cartography and map building for books published by Frank Amato Publications.
- ★ Several published magazine articles for various outdoor publications.
- ★ Built and produced (editing, camera, post-production) Television Commercials for several companies.
- ★ Voice-Over talent for several productions including Narrator for various television shows.
- ★ Developed Online Video-On-Demand solution for a subscription based and pay-per-view system.
- ★ Conceived and Developed "Estimator Pro", a Windows based software application used in the service industries.
- ★ Produced and distributed "Underwater Salmon" video series into national retail locations.



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