

FILM & VIDEO DIRECTION

Scott Hadden
Film & Video Direction
Writer / Producer / Director
8026 Eagle Trail
Dallas, Texas 75238
214/343-3749

1993-Present **Owner, Film & Video Direction**

Film & Video Direction provides writer, producer, and director services for film, video, and computer digital projects. Strengths include a creative approach to communications, an ability to work with all types of on-camera talent - celebrities and CEOs, actors and "real" people - and overall project management. Recent clients include Sally Beauty, Texas Instruments, Half Price Books, Mary Kay Cosmetics, El Chico Restaurants, Corporate Magic.

1990-1993 **Vice President Development & Production, Lessonware**

Responsible for developing and producing educational programming which delivered academically sound skills using an upbeat, graphic presentation, celebrity instructors, and a storyline to capture kids' attention and imagination. Duties included securing and coordinating celebrity instructors, hiring writers and directors, then supervising creative team, graphics, music and post-production.

Also produced and directed direct response TV ad (Infomercial) and point-of-sale promotional video.

In addition to production, I was responsible for packaging, manufacturing, order processing and fulfillment for all products.

1983-1990 **President, Hadden Manganello & Associates**

HMA designed and produced corporate communication programs. More than a production company, we worked with our clients to develop their communication goals and better understand their employee and customer audiences. Then through research of those audiences we developed communication programs which achieved the clients' goals. Many of our projects won Industry awards, but even more important, all delivered outstanding results for the client.

Mary Kay Cosmetics - recruiting films, new product introductions, point-of-sale, sales training, management training

Club Corporation of America - service training, sales training, management training, benefits information

Associates Financial Services - service training, sales training, new product introductions, sales contest promotions

Sunbelt Nurseries - service training, sales training

1981-1983 **Assistant Production Manager/Director, KTXA TV 21**

A production and post-production company operating inside a television facility.

Director - Roger Staubach Cowboy 21, weekly review of Dallas Cowboy football

Director - Gil Brandt Show, weekly review of Dallas Cowboy football

Director - daily TV talk show

1977-1981 **Director/Editor, Video 501 & Third Coast Video-Austin**

1976-1977 **Cameraman/Photographer, KTVV TV 36 NBC-Austin**

1975-1976 **Cameraman, KLRN TV 9 PBS-Austin**

Education

1975 B.A. University of Texas at Austin

Affiliations

Board of Directors, Dallas Producers Association, currently.

President, Dallas Producers Association, 1990, currently.

Board of Managers, Lake Highlands YMCA, currently

Board of Directors, DFW Regional Film Commission, 1999-2002.

Vice-President, Dallas Producers Association, 1988-89.

Board of Directors, Dallas Communications Council, 1990-92.

Who's Who in Entertainment, 1990.

Awards

Received numerous awards for several different projects:

New York Film Festival

Chicago Film Festival - Intercom

U.S. Industrial Film & Video Festival

International Television Association

Telly Awards

Special Interest Video Association