

# Gerald Wu

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**Digital Media Professional: Film, Video, Photography, Live Events, Green Screen.**

## Core Qualifications:

***Producer:*** 21 years experience.

Producers have overall control on every aspect of a film's production. They bring together and approve the whole production team. Their key responsibility is to create an environment where the talents of the cast and crew can perform their tasks. Producers are accountable for the success of the finished film. They steer the film from beginning to complete Production.

***Director:*** 25 years experience.

Directors are responsible for creatively translating the film's written script into actual images and sounds on the screen. During pre-production, Directors make crucial decisions, such as selecting the right cast, crew and locations for the film. They direct rehearsals and the performances of the actors once the film is in production. The Director tells the story through their vision and interpretation.

***Cinematographer/DP/Camera:*** 28 years experience.

A cinematographer or director of photography (DP) is responsible for the camera crews working on a film, television production or other live action production. That person is responsible for achieving artistic and technical decisions related to the image.

***Assistant Director/Stage Manager:*** 28 years experience.

The AD's main duties are assisting the Director, coordinating all production activity, and supervising the cast and crew. Overall, the AD's provide the key link to the cast and crew, while keeping the production office informed. They also provide regular progress reports about the shoot. Before the shoot, the AD's main task is to create the filming schedule, working in careful consultation with the Director and breaking down the script. When drawing up the shooting schedule, The ADs must also be aware of the budget, cast availability and script coverage.

**Equipment Operator:**

High Definition Video, 4K Super 35 HD Video, 3D Format, 35mm Film, 16mm Film, IMAX 65mm/70mm, Sony Betacam SP,

Digi-Betacam, Mini-DV, Full-sized DV, D-9, Hi-8, SVHS, Arriflex/Arri Alexa & Amira 4K Cameras, Lighting, Composition, Exposure

## Industry Genres:

Worked in Feature Films, Commercials, Industrials, Television Shows, Game Shows, Live Events, Award Shows, Sitcoms, Variety Shows, Short Films, Documentaries, Student Films

## Advertising Agencies:

Weiden & Kennedy, Saatchi & Saatchi, Leo Burnett & Co, Spike ddb, Innocean (CAN), Fitzgerald & Co, 22 Squared, ESPN Creativeworks, JWT, Disney Yellow Shoes, Wee Beastie, Three (Atlanta), Pier 33 South, Team One, McGarry Bowen

## **Education:**

### ***Bachelor's of Arts Degree***

September 1984 – May 1988

### **Rutgers University (Rutgers College), New Brunswick, NJ.**

Major in English and Minor in Communication / Television Production

### **National Honor Society Member**

September 1981 – May 1984

Deer Park High School (Deer Park, NY)

### **Junior Honor Society Member**

September 1978 - May 1981

West Hollow Middle School (Melville, NY)

## **Relevant Field Experience:**

September 1985 to January 2018

Freelance Film/Video/Live Event/Photography

## **Positions Held:**

Director:

October 1995 – January 2018

Directors Guild of America-Assistant Director:

January 2003 - January 2018

Photographer:	June 1987 – January 2018
Cinematographer / Director of Photography:	May 1990 – January 2018
Producer:	May 1986 – January 2018
Non-Union Stage Manager / AD:	October 1990 – January 2018

Worked on Productions with budgets ranging from \$100,000 to \$100 million.

*\* Resume on [imdb.com](http://imdb.com), [productionhub.com](http://productionhub.com), [mandy.com](http://mandy.com), [assistantdirectors.com](http://assistantdirectors.com), [dga.org](http://dga.org)*

## **Related Private Sector Experience:**

### **Ampersand Productions, New York City**

September 1987 - September 1989, Company shut down in 1990

Worked as a Production Assistant to Producer (Commercials/ Industrials/Live Events).

Left Production Company to move to Florida.

Worked freelance with over 500 Production Companies, Advertising Agencies and Clients.

## **Academic Teaching Experience:**

### **Los Angeles Film School Online Program, Winter Park, FL**

Digital Film Program Online Instructor, March 2016 – present.

Instruct the students in the Directing, Location Manager and Producing advanced courses.

### **Trilogy Orlando / BlueStar Resort & Golf, Groveland, FL**

#### **Alison Templeton, Activities Director**

Photography Instructor, October 2014 – October 2015

Instruct the residents on Advanced Photography Techniques.

2 hour classes, twice a month.

Interactive training sessions focusing on exposure, composition, sharp focus, rule of thirds, depth of field, focal length, manual settings on camera, ISO, aperture, shutter speed.

### **The Villages Active Retirement Community, Lady Lake, FL**

## **Michelle Schideler, Director**

Photography Instructor, March 2015 – October 2015

Instruct the residents on Advanced Photography Techniques.

2 hour classes, twice a month.

We discussed interactively exposure, composition, sharp focus, rule of thirds, depth of field, focal length, manual settings on camera, ISO, aperture, shutter speed.

## **Dr. Phillips High School Television Production Department**

### **Darlene Wolfe, TV Production Teacher, (retired)**

Guest Instructor of Television Production, June 2000 – June 2001

Discussions focused on Directing, Lighting the Scene and Camera Operation.

Created a Short PSA and a 3-minute short film, entered in film festival and won 1<sup>st</sup> place.

## **Professional Associations:**

**Directors Guild of America- Current 2018 Member**

New York, NY Office ([www.dga.org](http://www.dga.org))

Sandy Forman, Membership Director, Phone: 212-397-0930

**Internet Movie Database website**

<http://www.imdb.com/name/nm1127933>

**www.assistantdirectors.com website**

<http://www.assistantdirectors.com/cgi-bin/ProductionCentral/search.cgi?query=gerald+wu&submit=Go>

**Metro Orlando Film Book ([www.filmflorida.com](http://www.filmflorida.com))**

<http://www.filmflorida.com/phonebooksearchresultin.cfm?region=all&pgms=indx>