

Martine White

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EXPERTISE

*Communications, video production, special events
Community outreach, sales and business development, customer service
Project manager experienced in building partnerships and planning complex projects
Writer and photographer with strong research and investigative talents
Respectful, optimistic team player with sense of humor*

HIGHLIGHTS

As Film Commissioner for Santa Barbara County (2001-2008), built a countywide coalition promoting filming. We were deeply involved in facilitating the production of the Oscar-winning movie, *Sideways*, that transformed Santa Barbara into a wine tourism and filming destination. The economic impact of film production doubled to \$20M during this period, with a local *multiplier effect* of \$50M.

15 years in film location management as project manager and trouble-shooter in highly dynamic situations. Credits include *Scandal*, *White House Down*, *Batman Forever*.

Award-winning website (online crew registration, production guide, cross-referenced library of 35,000 images) and innovative marketing and educational collateral.

PROFESSIONAL EXPERIENCE

Membership & Community Engagement Director, TV Santa Barbara (2013-present)

Clients include: UCSB, SBCC, Westmont; Car Free / SBAPCD, St Vincent de Paul, MIT Enterprise Forum, SEE Int'l, World Business Academy, Girls Inc, Chambers: Goleta, Santa Barbara, Hispanic, Santa Ynez; Solvang CVB.

- Community outreach and partnerships with schools, colleges, nonprofits; managed volunteers; coordinated summer camp program.
- Managed PSA day productions, special events, gallery exhibitions and member services.
- Our team increased sales and brand awareness 50%; expanded database five-fold over 2 years.
- Communications, including marketing and educational collateral, social media, press releases, PowerPoint presentations, project procedures and timelines.
- Program manager / broadcast scheduler for channel 71
- Fundraising, including sponsors and silent auction donations.

Location Scouting and Film Management (1988-1998, 2008-2013)

Studios included: Walt Disney Pictures, Warner Brothers, Universal Pictures, and Twentieth Century Fox.

Credits include: *White House Down*, *G.I. Joe*, *Jonas Brothers*, *Sister Act II*, *Batman and Robin*, *Absolute Power*, *In the Line of Fire*, *John Carter of Mars*, *American Me*, *Scandal*, *Crisis*, *Bones*, *Franklin & Bash*.

- Project manager and trouble-shooter overseeing multiple production sites, including construction, filming, restoration, and staff of 10-50.
- Scout, including researching / photographing locations, maintaining large image library and database.
- Negotiated fees; developed proposals, budgets, permit applications; handled contracts, insurance.
- Community mediation with homeowners, homeowner assns, merchants, permit officials, legislators.
- Vendor management, including parking, catering, event support services, traffic control, billing.
- Safety supervisor and coordinator of police, fire, security.

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Santa Barbara County Film Commissioner (2001-2007)

Credits include: *Sideways, Pirates II, Hidalgo, Seabiscuit, and Deathproof.*

- Doubled economic impact of SB County film production to \$20M in seven years (\$50M multiplier effect).
- Project manager / trouble-shooter / 24/7 guidance: scouting, permits, crew calls, vendors, resources.
- Led countywide network of film liaisons that forged a successful marketing and community relations' strategy, transforming Santa Barbara from *anti-filming* to *film-friendly*.
- Spokesperson and outreach to media, tourism industry, community, legislators, film offices.
- Managed budget, economic impact ROI reports and tripled database.
- Website: created 200-page production guide and cross-referenced image library (35,000 photos). *Website won 2nd place (counties worldwide, 50+ entries) at Assn of Film Commissioners Int'l tradeshow.*
- Marketing, county movie "highlights" video, innovative print collateral (training manual, charts, maps).
- Managed events, tradeshow participation, and secured sponsors.
- Published weekly e-newsletter (1200 readers).

(When I hit the "opportunity" ceiling, I returned to scouting in 2008 to finish "vesting" with the location manager union.)

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ASIAN SABBATICAL

2-year Asia sabbatical: In 1998, embraced a lifelong dream to backpack across Asia; then settled in Taiwan for a year to study Mandarin. Free-lanced as newspaper writer / photographer (travel and aboriginal culture), and wrote marketing brochures. Also taught Business English for BEST Business Institute and for local radio show. Writing credits include: the Far Eastern Hotel (four star), KNH Corp, *The China Post*, Pro Vigor.

ADDITIONAL EXPERIENCE

Pre-production coordinator / researcher: *The Giant Squid*, Mike and Mimi deGruy, The Film Crew, 2007.

Writer, researcher, production coordinator, location manager: documentaries, teleconferences, commercials, and print (L.A., Wash. D.C.). Credits include *Herbalife, Asahi, Nest, Phillips, California On Location Awards, Democratic Nat. Convention, AFI Salute to Gregory Peck, Presidential Inaugural Gala, US Information Agency.*

Program coordinator, researcher, copywriter: KTTV Metromedia / Fox, Channel 11, Los Angeles (five years).

Liaisoned with all departments to coordinate on-air programming. Movie promo writer/researcher. Wrote and filed FCC reports. Associate producer, assistant director and researcher for public affairs and local programs: *Rose Parade Pre-Parade Show (live), Telethons (live), Good Day LA, Teen Scene, and Open Line (produced and hosted shows on electrophoresis in space, prostate cancer, global warming, osteoporosis, ocean thermal energy conversion, animation).*

LANGUAGE SKILLS

Fluent French (dual citizenship)
Conversational Spanish
Basic Mandarin

ASSOCIATIONS

Location Managers Guild of America #399
Assn of Women in Communications
World Business Academy
CERT (Community Emergency Response Team)

EDUCATION

Sorbonne University, Paris, France
American University, Washington DC
UC Santa Barbara, B.A. Political Science
Minor in Communications
Metromedia Broadcast Engineering School, L.A.

Travel: US, Hawaii, Europe, Caribbean, Asia. Resided in: Bermuda, Taiwan, France (dual citizenship).

Skills: MS Office, Database Management, Social Media, WordPress, YouTube, Google Platforms, File Sharing, FTP, PC, and Mac

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PROFESSIONAL REFERENCES

Laura Kath 805-344-1717
President (SY film liaison)
Mariah Marketing
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Mimi deGruy 805-452-5222
Producer, The Film Crew
(former boss, The Giant Squid)
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Stephen Traxler 805-570-6317
Producer / Film Advisor (mentor)
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Tracy Farhad 805-245-0851
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Laura Sode-Matteson 818-383-0427
Supervising Location Manager
(boss on 10 feature films)
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Jim Fitzpatrick 818-219-7758
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Bill Finlay 760-323-3418
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PERSONAL REFERENCES

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