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**Beth LaDove**P.O. Box 6903,  
San Rafael CA 94903*phone*  
415.507.1810*email*  
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www.dotdotdot.com

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**CREATIVE EXECUTIVE  
& PRODUCER**

Accomplished creative professional with 20-years of experience as a writer, producer, filmmaker, and creative director in film, television, Internet, and print media. Disciplined producer and seasoned leader with the demonstrated ability to hire, inspire, and manage teams to deliver quality results. Excels at guiding the collaborative conceptual process from the birth of an idea to successful completion. Committed advocate of youth-oriented issues, with extensive non-profit board leadership and fundraising experience. Areas of excellence include:

- Team development and management
- Fundraising and issue advocacy
- Public speaking and written communication
- Teaching and mentoring
- Concept development and visual direction
- Film/video production and postproduction
- Copywriting and scriptwriting
- Storytelling, character, dialogue development

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**CAREER HIGHLIGHTS****Award-winning creative**

New York Art Director's award for Esprit "Real People" campaign (copywriting); several new media editorial awards for writing/directing/producing original educational CD-ROM, *Recess in Greece*.

**Passionate independent filmmaker**

Wrote, produced, directed several short films, most recently *Concerned Lady for America* that played at festivals in Ann Arbor, St. Petersburg Russia, Tiburon, and San Jose.

**Resourceful producer**

Produced all aspects of feature length film *Need*, directed by Cannes- and Sundance-winning director Rob Nilsson and premiered at Mill Valley Film Festival.

**Cross-media know-how**

Produced successful CD-ROM, internet, film, and written works – fluent translating ideas from one medium to another.

**Visual arts educator**

Five years teaching graduate course in visual storytelling at Academy of Art University, created original curriculum and syllabus.

**Non-profit leadership**

Seven years as board member for Big Brothers Big Sisters of the Northbay, two as President; spearheaded agency's first-ever Strategic Planning process, initiated new marketing, advertising and fundraising programs, and led effort to professionalize board membership.

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**PROFESSIONAL  
HISTORY****FOUNDER / CREATIVE DIRECTOR**, ellipsis  
*December 1994 – Present*

Ellipsis is a creative arts and media studio that creates, develops and produces original material and works for hire.

Original projects include:

- **Concerned Lady for America**, Directed, produced and co-wrote 14 minute narrative short film, 2006
- **Borders**, Wrote, Produced and directed nine minute narrative short shot film, 2003
- **Passing Through**, Exhibited and curated photography in 2-person show in San Francisco, 2002
- **Patio Magazine**, Self-published online design-oriented lifestyle magazine, 1998–2001

Works for hire include:

- **Need**, Produced feature film for 9@Night Films, 2003–2005
- **Printsville**, Produced Hewlett Packard's most successful online consumer publication, 1997–1999
- **LivingHome**, Produced online & CD-ROM lifestyle magazine for Novo Media Group, 1996

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**CREATIVE DIRECTOR / SENIOR PRODUCER**, Morgan Interactive  
*September 1993 – November 1994*

Wrote, produced and directed award-winning children's "edutainment" CD-ROM, Recess in Greece, for start-up multimedia production company. Also developed multiple product lines, proprietary cast of animated characters, and corporate image. Hired and managed creative staff of 40 people.

**FREELANCE JOURNALIST / LINE PRODUCER**, RTSI (Swiss Public Television)  
*March 1990 – August 1993*

Network broadcast documentaries include:

- Mario Botta and the San Francisco Museum of Modern Art, *50 minutes*
- The Native American Indian Story, *50 minutes*

**FREELANCE WRITER AND SPECIAL PROJECTS CONSULTANT**  
*March 1990 – August 1993*

Wrote, designed and produced advertising and marketing materials for design and architecture clients.

**FREELANCE PRODUCER / DIRECTOR**, Canale 5 (Channel 5, Italy)  
*October 1987 – February 1990*

Network broadcast documentaries include:

- San Francisco, San Francisco, aired on television magazine show, Nonsolomoda, *10 minutes*
- South or Bust, sold to Nonsolomoda, *30 minutes*
- L'Anno del Drago (Investigative reporting), aired on Video News, *50 minutes*

**IMAGE COORDINATOR**, Esprit de Corp.  
*September 1984 – July 1987*

Coordinated international image, advertising and public relations projects including:

- Real People, international ad campaign.
- What a Party, promotional book

**SENIOR WRITER / EDITOR**, Esprit de Corp.  
*September 1984 – July 1987*

Developed concept and wrote copy for award-winning Real People international ad campaign, published as multi-page spreads in all major fashion magazines in ten countries.

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### COMMUNITY SERVICE

**BIG BROTHERS BIG SISTERS OF MARIN AND NAPA COUNTIES**

President Emeritus, *July 2004 – 2005*  
President, Board of Directors, *July 2002 – 2004*  
Board Member, *July 1998 – 2005*  
Big Sister, *1995 – 1996*

**ALUMNAE RESOURCES**, San Francisco  
*Career Advisor, 1994 – 2000*

**NATIONAL EDUCATIONAL MEDIA NETWORK**, Oakland  
*Jury Chair, 1994 – 1996*

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### EXHIBITS

**PASSING THROUGH**, 2-person photography show  
San Francisco, April–May 2002

**CALL FOR VISION**, Group Exhibition  
San Francisco, March 1993

**DIGITAL ART & ARCHITECTURE**, Curator  
San Francisco, July 1994

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### TEACHING & PUBLIC SPEAKING

**ACADEMY OF ART UNIVERSITY**  
San Francisco, Instructor  
Photo Narratives, Fall 2002 – Present

**INTERMEDIAWORLD EXPO**, San Francisco, Speaker  
Story Design Across Media, March 1996

**SAN FRANCISCO STATE UNIVERSITY**, Guest lecturer  
Writing for Multimedia, Fall 1999  
Careers in Multimedia, Spring & Fall 1996

**SKYLINE COLLEGE**, San Bruno, Speaker  
Expanding Your Horizons, March 1996

**IMAGE WORLD WEST EXPO**, San Jose, Speaker  
The Business of Publishing in the '90s, December 1995

**ALUMNI RESOURCES**, San Francisco, Speaker  
Careers in Multimedia, April 1994

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### AWARDS

for **RECESS IN GREECE CD-ROM** include:

**BEST FAMILY-TESTED SOFTWARE**  
Family PC, June 1995

**BEST EDUTAINMENT TITLE**  
Runner-Up, Infotainment World, March 1995

**NEWMEDIA INVISION AWARDS**  
Finalist, March 1995

for **REAL PEOPLE** advertising campaign include:

**SILVER MEDAL FOR COPYWRITING;**  
1985 New York Art Directors' Club

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### REVIEWS

for **RECESS IN GREECE CD-ROM** include:

Score of 92 (Highest score ever), Family PC, May 1995  
Four stars, Multimedia World, April 1995  
Five stars, Electronic Entertainment, March 1995  
Four stars, Home PC, April 1995  
Four stars, CD-ROM Today, January 1995

for **REAL PEOPLE** advertising campaign include:

Adweek, March 18, 1985  
Newsweek, November 12, 1984

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### PUBLICATIONS

**WHERE TO WEAR SAN FRANCISCO 2004** (Book).  
Researched and wrote. Publisher: Fairchild & Gallagher

**PATIO MAGAZINE** ([www.gopatio.com](http://www.gopatio.com)). Self-published  
design-oriented lifestyle magazine (1998 - 2001)

**DWELL MAGAZINE**, "The Eichler that Time Forgot"  
February 2002

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### EDUCATION

**SAN FRANCISCO STATE UNIVERSITY**  
Bachelor of Arts, English, 1984  
Design minor

Post-graduate studies:  
**FILM ARTS FOUNDATION**, San Francisco  
Multimedia Studies Program, SFSU