

JOHN LEDESMA

SENIOR PRODUCER | WRITER | DIRECTOR

626.437.4546

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www.optimismmedia.com

SYNOPSIS:

Senior-level editorial creative and manager with 20 years experience collaborating with an international network of production professionals to develop and deliver high-quality content for a variety of platforms. Successful track record of sustained dependability, accountability and independence within mainly the lifestyle and documentary genres.

PROFESSIONAL HISTORY:

OPTIMISM MEDIA GROUP (www.optimismmedia.com) 2010-present
Versatile and responsive multimedia production agency

Founder & Director

This self-created company is the primary content provider for GOLF.com in its instruction, travel and feature departments. Over the past two years OMG has produced and delivered hundreds of tips, features and interviews that have been credited with increasing traffic to the site by nearly 200%. In addition, we have been trusted to create various advertorial campaigns for clients such as Zurich, Titleist and the United States Golf Association.

- Plan, coordinate and manage multi-day, multi-camera shoots across the country employing local and non-local crews.
- Script material and craft interview questions. Direct on-camera talent in the field and in studio.
- Supervise post production with final project approval.

ECHO ENTERTAINMENT (www.echoent.com) 2002-2010
Internationally recognized, high-volume production company

Writer & Producer

As a primary contract writer and producer, I was responsible for delivering a vast collection of high-profile programs and DVDs for various broadcast and cable networks. Highlights include 25 syndicated network hours of targeted programming for *EA SPORTS*.

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ECHO ENTERTAINMENT (Continued)

- Supervising producer on well-received Animal Planet show entitled "*Mascot Madness*" starring Jeff Corwin and Lee Corso. Writer/Producer of important series "*XIX Paralympic Winter Games on A&E*" with Harry Smith and Joan London.
- Writer, Producer and/or Director for scores of television shows, series and interstitials that appeared on ABC, Biography Channel, CBS, ESPN, Fox Sports, History Channel, NBC, Speed, Spike, and Universal Sports, among others.

CONTRACT WRITER (www.johnledesma.com)

1997-2002

Writer, Author, Screenwriter and Contributor

As a freelance writer taking advantage of the superior opportunities during these heady economic times, I pitched, researched and wrote hundreds of articles and advertorials across dozens of national magazine titles including *Bloomberg Businessweek*, *Continental*, *GOLF*, *Men's Health*, *SPORT*, *Stuff*, and *The Sporting News*, among others.

- Authored two books: *Golf School* for PRC Publishing (London) and *Golf Skills* for Thunder Bay Press (Los Angeles). Contributed on four additional books: *The PGA Tour's Complete Book of Golf (New York)*, *Duel in the Sun (NY)*, *Game of the Century (NY)* and *The Golf Dictionary (Dallas)*.
- Screenwriter of *Turning the Tide*, the true story of how an integrated group of young men from Southern California changed deep-seated racial attitudes in the South and created unimagined opportunities for blacks in the region simply by playing a single football game.

WERNER PUBLISHING (www.golftipsmag.com)

1995-1997

Managing Editor, *Golf Tips*

PETERSEN PUBLISHING

1992-1995

Managing Editor, *Petersen's Golfing*

Research Editor, *SPORT Magazine*

EDUCATION & AFFILIATIONS:

University of Southern California, BA, Broadcast Journalism, 1991
USC Alumni Association, *USC Annenberg School for Communication*,
Trojan Football Alumni Club, *Sigma Chi Fraternity*, *Trojan Rugby*