

**Joe Dull**  
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## Education

- 2004 **Master of Fine Arts**, Screenwriting  
With Departmental Honors  
Loyola Marymount University, Los Angeles, CA
- 1997 **Bachelor of Fine Arts**, Film and Television Production  
Cum Laude, Grey Key, with Departmental Honors  
Chapman University, Orange, CA

## Experience

**Owner-Operator | Daringly Dull Productions**, Springfield, MO 2020-Present  
Creating short social-media friendly videos for nonprofit organizations. My specialty is conducting interviews with the people connected to an organization and finding the story that best communicates that organization’s message.

Recent clients include:

- The United Way of the Ozarks
- The Boys and Girls Club of Springfield
- The Askinosie Foundation
- The Summit Preparatory School
- Ozarks Literacy Council
- The Child Advocacy Center
- Music Therapy of the Ozarks
- Brave Global
- Field Elementary School

**Director of Media | The Young Americans College of the Performing Arts**,  
Corona, CA 2016-2020

Handled all video production and social media marketing to tell the story of The Young Americans Performing Arts Workshops, College, and Live Performances. Trained and organized volunteer cast members around the world to be our “boots on the ground” media teams.

Our 2019 social media stats:

- Youtube: published over 120 videos per year, with 297,000 views and 8,600 hours watch time.
- FaceBook- 590 posts with 15-million impressions and 101,000 engagements
- Instagram- 537 posts with 341,000 views and 566,000 engagements
- TikTok- created our channel in Sept 2019, and published 25+ posts per month, with 16,000 subscribers by April 2020. Posts averaged 7,300 views, and 160 engagements.

Other responsibilities:

- Created and oversaw our \$47,000 digital, print, and direct marketing plan for our 17-city summer camp tour across the Midwest and West Coast.
- Programmed hundreds of targeted marketing ad campaigns across Facebook, Instagram, YouTube, Snapchat, and Reddit, including national and regional campaigns, as well as in the UK and Ireland. Campaigns ranged from major 1-million+ markets to small, 2,000 population cities.
- Created and organized an archive of video and photography assets from the 58-year history of the organization.

**Associate Professor (Tenured) / Undergraduate Coordinator** 2006-2016  
**University of Central Arkansas, Conway, AR**

Led the development of the Digital Filmmaking major from a technical/skills-based program to a project-based curriculum.

- Created and led feature filmmaking classes to give students intense training in professional film work. The course actually filmed original feature-length films, and involved over 75 students across three disciplines.
- Created and led a year-long undergraduate “Senior Thesis” course to allow students to craft their films over a school year through the writing, shooting and post-production phases.
- Taught courses in Producing, Documentary, Audio, Editing, Visual Storytelling, Scriptwriting, and Directing, at graduate and undergraduate levels.
- Wrote many handbooks and guides, ranging from 4 to 30 pages, to assist students with the technical aspects of the program outside the classroom.
- As Coordinator of Digital Filmmaking Undergraduate Studies, created a Filmmaking Minor program and led the creation of the Digital Film Program Assessment document, including a student census/survey to allow us to assess and effectively manage our growth.
- Excellent evaluations from my students and administrators.

**Assistant Professor | Broome Community College, Binghamton, NY** 2004-2006

Redefined and recreated the entire video and audio curriculums to reflect current technologies and aesthetics and to create synergies between our media courses.

- Developed and taught courses in: Video Production, TV Studio Production, Talk Show Production, Digital Filmmaking, Audio Production, Internship, Screenwriting, and Film Theory and Aesthetics.
- Created capstone courses for our TV Studio production, Video production and Film production tracks.
- Wrote a successful \$50,000 grant to completely upgrade our program to High-Definition video.
- Upgraded all the video and audio editing systems, transitioned to professional Avid, Final Cut Pro, and Adobe software, doubled the number of editing stations in my first year (tripled in the second), and wrote student guidebooks (from 16 to 38 pages) for all major software

**Assistant Professor | Chapman University, Orange, CA** 1999-2004  
Worked with colleagues to develop and build the introductory filmmaking and post-production departments in this 1,000+ student degree program.

- Taught courses in Editing and Visual Storytelling, at graduate and undergraduate levels.
- Developed and implemented a new editing curriculum for both graduate and undergraduate programs.
- Mentored many award-winning student productions, notably including The Director's Guild Student Film Award, SIGGRAPH Student Storytelling Grand Prize, and ACE Student Editing prize winners.
- Tested and oversaw implementation of new hardware and software technologies, including fibre-channel network video servers and Avid Unity servers.
- Managed a 24-hour crew of lab assistants who provided technical support throughout the film school.

### **Noteworthy Film Productions**

2014 **Writer/Director, *Sympathy Pains*** | Feature Film (86 minutes)

- "Best Feature Film" at Colorado International Film Festival
- "Third Place Feature" at Tupelo Film Festival
- "Award of Excellence" at Indie Fest Film Festival
- "Gold Award in Directing" at International Independent Film Awards
- Official Selection: Trenton Film Festival, Temecula Valley International Film Festival, TrindieFest, Tupelo Film Festival, Little Rock Film Festival, Offshoot Film Festival, Jehlum Long Film Festival (Srinagar, India)

2011 **Writer / Director, "Starring: Rachel Miller"** | Short Film (30 minutes)

- Seven years in the making, this experimental film combines a documentary with an original movie musical.
- Official Selection: Snake Alley Festival of Film, UFVA Conference

2011 **Writer / Director "The Midterm, Incident"** | Short Film (8 minutes)

- Official Selection: Wanderings Film Festival, Best Shorts Competition (Award of Merit), Arkansas Shorts, Albany Film Festival, Green Bay Film Festival, Bare Bones Film Festival, Laugh or Die Film Festival

2009 **Writer / Director, *Table at Luigi's*** | Feature Film (88 minutes)

- "Best Romantic Comedy" at Barebones Film Festival
- "Best in Show" at Indie Fest Film Festival
- "Love Is In the Air" Award, Colorado Film Festival
- Numerous screenings across the United States at theatres, universities, and film festivals