

# Martin Gaston

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## Media Maven

Accomplished media and broadcast pioneer with a focus on education and turnkey project management solutions that produce innovation for integration from concept to creation.

Bilingual English/Spanish Professional with extensive international resume, references and portfolio, that thrives on collaboration, strategy and performance. Management style is simple, direct, honest, respectful, common sense approach with clearly communicated goals and deadlines that maintain organization while getting the work done. Skilled at creating a working environment that brings out the best in everyone, ultimately leading to higher quality, enhanced educational opportunities and increased learning results. Bilingual with fluency in English & Spanish.

## Experience

### **LECTURER, COLLEGE OF ARTS & MEDIA, SAM HOUSTON STATE UNIVERSITY - 2021-PRESENT**

Professor of various undergrad and graduate courses including Studio Production, Multicam Studio Production, Directing Multicam Productions, TV and Film Production, Multicam Field Productions, Remote Digital Streaming, etc.

### **CREATIVE DIRECTOR, ENS INC., HOUSTON, TX – 1979 - PRESENT**

Providing bespoke video and technology solutions for clients from across the globe including every broadcast station in Houston (English, Spanish, Chinese, Vietnamese, etc.), the Houston Independent School District, Trinity Independent School District, Alvin Independent School District, NBC, ABC, CBS, ESPN, Sports Illustrated, Fox News Channel, Fox Business News, CNN, MSNBC, Sky News, Al Jazeera, Revolt Media, America Online, Price Waterhouse Cooper, Hearst Corporation, NFL, NBA, MLB, Houston Chronicle, The Houston Grand Opera, and the City of Houston, among others.

### **MEDIA SPECIALIST, INSPIRE WOMEN, HOUSTON, TX - 2014 - PRESENT**

Providing teaching and professional development programs for staff including creating and overseeing an entire media department and designing and creating an on-site broadcast studio.

### **ADJUNCT PROFESSOR, THE ART INSTITUTE OF HOUSTON – 2019 - 2021**

Media Program Professor for various Digital Film, Video Production and Multi-Cam Studio classes.

### **PRESIDENT, GASTON PRODUCTIONS, HOUSTON, TX – 1999 - 2014**

Founded this Television Production corporation and led it into Productions, Marketing, Events, Entertainment, Advertising, Broadcast News, Sports and Internet endeavors via Management, Production, Creative and Consulting services. Formerly listed by the Houston Business Journal as a top ten production company. Sold the business in 2014.

### **DIRECTOR OF BUSINESS ADMINISTRATION, WESTERN HEMISPHERE, PGS, INC. – 1998 - 2000**

Full P&L responsibility, Marketing, Communications, Sales, Contract Administration and Project Management for PGS' Data Processing Centers throughout North, Central and South America, West Africa and the (3) Houston Headquarter facilities.

### **DIRECTOR OF BUSINESS ADMINISTRATION, LATIN AMERICA - PGS, INC. - 1997 - 1998**

Responsible for the P&L of PGS' Data Processing Activities throughout Latin America.

### **DIRECTOR & FOUNDER, THE NEWS LIBRARY - 1994 - 1997**

Founded this non-profit organization to provide the world's first Public Library for daily television news.

### **ASSISTANT MARKETING DIRECTOR, LATIN AMERICA, JOHNSON & JOHNSON, MEXICO CITY, MEXICO - 1986**

Overseeing Marketing for the lines of Baby and Feminine Products with a regional sales staff of ten.

## Education

### **EdD, Executive Educational Leadership Candidate**

Houston Baptist University, Graduation in 5/2023

### **MEd, Curriculum & Instruction w/ Instructional Technology**

Houston Baptist University, 5/2020, 4.0 GPA

### **BS, International Trade**

Texas Tech University, 5/1989

**Martin Gaston**  
**Creative Works**

*Works cited Alphabetically:*

Client	Title	Type	Position(s)	Year
ABC Network	Broadcast News Content – Local Houston Production	ENG News	Producer, DP, Multi-Cam, ENG, Studio	2000-present
A-Rocket Movers	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
A&B Labs	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Air Temperature	Commercial	Digital Marketing Video	Producer Writer, DP, Editor	Pre-2000
All Stars Family Grill	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Alvin ISD	Video Production Services Live Stream Services	Multi-Cam Events	Preferred Vendor for Video Production Services and Livestream Services	2018-2019
America Online	CEO Interviews for “AOL ENERGY” -	Digital Content	Producer, DP, Editor	2008-2010
American Latino Furniture	½ Hour Spanish Programming	Television Program	Producer, Writer, DP, Editor, Multi-Cam Director	2008
American Title	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Ameriprise Financial	Commercial	Television Campaign	Producer, Writer, DP, Editor	Pre-2000
Andalucia Tapas	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Atami Steak & Sushi	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Attorney Alma Garcia	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
AUSA Event	Live Broadcasting Event	Live Event	Producer, DP, Multi-Cam Director, Live Engineer	2017
Bud’s House of Meats	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Backyard Bullriders	Live Broadcasting for Statewide “Legacy Tour”	Live Event Broadcasting	Producer, DP, Multi-Cam Director, Editor, Live Engineer	2018-present
Backyard Bullriders	Video Production	Multi-Cam Event Videos	Producer, DP, Multi-Cam Director, Editor	2018-present
Backyard Bullriders	Television Episodic Productions	Weekly ½ Hour Programming	Producer, DP, Multi-Cam Director, Editor	2020 - present
Barrington Financial	Commercials	Digital Marketing Videos	Producer, Writer, DP, Editor	Pre-2000
Bayou Bliss Yoga	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Bernie’s Burgers	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Big Woodrow’s	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Billy Dean Music Video	“Somewhere in my Broken Heart”	Live Music Performance Video	Producer, DP, Editor	2012
Bob Lunsford Honda	Commercial	Digital Marketing Video	Producer, Writer, DP,	Pre-

			Editor	2000
CBS Network	Broadcast News Content – Local Houston Production	ENG News	DP, Editor	2000-present
Ceit TX Inc	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Christus Hospitals	DaVinci Robotic Surgery	Marketing Video	Producer, Writer, DP, Editor	2014
Christus Hospitals	Testimonial: Melissa Riley	Marketing Video	Producer, Writer, DP, Editor	2014
Christus Hospitals	Testimonial: Betty Sutton	Marketing Video	Producer, Writer, DP, Editor	2014
Christus Hospitals	Testimonial: Justin Potter	Marketing Video	Producer, Writer, DP, Editor	2014
Christus Hospitals	Sports Medicine Event	Marketing Video	Producer, Writer, DP, Editor	2014
Christus Hospitals	Women’s Expo: Jasper	Marketing Video	Producer, Writer, DP, Editor	2014
City of Houston	New Year’s Eve Event	First Live Broadcasting onto Downtown Buildings	Producer, DP, Editor, Multi-Cam Live Engineer	2003
City of Refuge Church	20 <sup>th</sup> Anniversary Video	Marketing Video	Producer, Writer, DP, Editor	2017
Citysearch	Numerous	Digital Marketing Video Content	Producer, Writer, DP, Editor	2000-2007
Classic Chevrolet	Mobility Vehicle	Marketing Video	Producer, Writer, DP, Editor	2016
CleRenda & Tracy McGrady	Live Event Production & Marketing Video	Multi-Cam Production, Digital Marketing Video	Producer, Writer, DP, Editor	2017-2020
Closet Factory	Tradeshaw Videos	Marketing Videos	Producer, Writer, DP, Editor	2013
CNBC Network	Live Shots / Interviews from Downtown	Studio and Multi-Cam	Producer, DP, Live Engineer	2019 - present
CNN Network	Live Shots / Interviews from Downtown	Studio and Multi-Cam	Producer, DP, Live Engineer	2019 - present
Cougar Palette	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Define Body & Mind	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Dosey Doe	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Elite Care Clinics	Commercials	Marketing Content	Producer, Writer, DP, Editor	Pre-2000
Face Logic	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Fat Boys	Live Event and Marketing Video	Multi-Cam Production	Producer, Writer, Director, DP, Editor	Pre-2000
Felix55 Restaurant	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
FOX Network	Sports Content	Studio	Producer, DP	2000-present
FOX NEWS Network	Live Shots / Interviews From Downtown Studio	Studio and Multi-Cam	Producer, DP, Live Engineer	2019 - present
Francie Willis Author	EBook Author Introductions	Book Trailer and	Producer, Writer, DP,	2020

		Author Introductions	Editor	
Frank's Pizza	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
FUSE Network	NBA All Star Game Coverage - Houston Live Shots / Interviews / Courtside	Television Content	Producer, DP	2013 - present
George's BBQ	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Gulf Coast Trades Center	GCTC Introduction	Marketing Video	Producer, Writer, DP, Editor	2018
Hal Martin's Watch & Jewelry	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
HEB Stores	Grand Opening: Huntsville, Texas	Marketing Video	Producer, Writer, Editor	2018
Houston Astros	Astros Weekly	Television Show	Producer, Writer, DP, Editor	2003-2007
Houston Astros	Live Pre/Post Game Show	Television Show	Producer, Writer, DP, Editor	2000-2007
Houston Grand Opera	CityCast – First Live Broadcast for HGO	Multi-Cam Live Event	Executive Producer	2009
Houston ISD	Exclusive District Contract for Video Production	Studio, Multi-Cam Events, ENG, Marketing Videos	Producer, Writer, DP, Editor	2008
Houston Museum of Fine Arts	Live Simulcast of Peter Marzio Memorial Event	Multi-Cam, Live	Producer, Live Engineer	2010
Houston Scotch & Cigar Festival	Live Broadcast from Event	Live Event Broadcast	Producer, Live Engineer	2017
Houston Texans	Team Formation Announcement	ENG Event	Producer, DP	2002
Hotel Sorella	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Hurricane Glass	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Imagine Excellence Gala Event	Live Broadcast from the event	Live Multi-Cam Event Broadcast	Producer, Live Engineer	2017
Inspire Women	Gala Event Videos	Multi-Cam Events	Producer, Director, Writer, DP, Editor	2004-2019
Inspire Women	Leading Professors	Multi-Cam Studio Production	Producer, Director, DP, Editor	2004-2019
Inspire Women	Conference Live Broadcasting	Multi-Cam Event Live Broadcast	Producer, Director, DP, Editor	2004-2019
Interfaith Ministries	Gala Event Video	Marketing Video	Producer, DP, Editor	2009
KETH, Ch 14, Houston, TX	Promotional Content	Television Content	Producer, DP, Editor	2000-2014
KFTB, Ch 15.6, Ft Bend County, TX	Television Programming	Television Content	Station Owner, Producer, DP, Editor	2013
KFTH, Ch 67, Houston, TX	Paid Programming Production	Television Content	Producer, DP, Editor	2000-2014
KHOU, Ch 11, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KIAH, Ch39, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KNWS, Ch 51,	Television Programming	Multi-Cam Productions,	Producer, Writer, DP,	2000-

Houston, TX		Studio Productions, Sports	Editor	2014
KPRC, Ch 2, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KRIV, Ch 26, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KSAM, Radio, Huntsville, TX	Christmas with Kooter Series	Marketing Videos	Producer, Writer, DP, Editor	2017
KTBU, Ch 55, Houston, TX	Paid Programming Productions	Television Content	Producer, Writer, DP, Editor	2000-2014
KTMD, Ch 48, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KTRK, Ch 13, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KTRK, Ch 13, Houston, TX	Live Broadcast Internet Website Introduction Event with Don Nelson	Live Website Launch Event	Remote Producer	1996
KTXH, Ch 20, Houston, TX	Broadcast Sports Content	ENG News	DP	2000-2014
KUBE, Ch 57, Houston, TX	Broadcast Sports Content	ENG News	DP, Editor	2000-2014
KUVM, Ch 34, Houston, TX	Paid Programming Productions	Television Content	Producer, Writer, DP, Editor	2000-2014
KXLN, Ch 45, Houston, TX	Broadcast News Content	ENG News	DP, Editor	2000-2014
KYAZ, Ch 51, Houston, TX	Paid Programming Productions	Television Content	Producer, Writer, DP, Editor	2000-2014
KZJL, Ch 61, Houston, TX	Paid Programming Productions	Television Content	Producer, Writer, DP, Editor	2000-2014
La Dolce Vino	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Las Rosas Mexican Grill	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Leading Edge Lubricants	Commercials	Television Content and Digital Marketing Videos	Producer, Writer, Director, DP, Editor	Pre-2000
Legacy Ford	Veteran Vehicle Giveaway	Digital Marketing Video	Producer, Writer, DP, Editor	2015
Lifestyle Medical Solutions	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Lone Star Vein Center	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Main Street Bar & Grill	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Mark Twain Elementary	Live Morning Announcements	Multi-Cam Productions	Producer	2005
Mark Twain Elementary	Dual Language Program	Marketing Video	Producer, Writer, DP, Editor	2006
Mark Twain Elementary	A+ Challenge Grant Recap	Marketing Video	Producer, Writer, DP, Editor	2006
Massage Heights	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Maxim Magazine	Hometown Hotties	Digital Media Content	Producer, DP, Editor	2007-2010
Maxim Magazine	Super Bowl Red Carpet Live	Live Event Broadcasting	Producer, DP, Live Engineer	2017

	Broadcasting			
Memorial Heights Emergency Center	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Metropolitan Laser	Commercials	Television Commercials	Producer, Writer, DP, Editor	Pre-2000
Mia Bella Trattoria	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
MooYah Burgers	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
MSNBC Network	Live Shots / Interviews From Downtown Studio	Studio and Multi-Cam	Producer, DP, Live Engineer	2019 - present
MTV2 Network	Live Performance Video "Lay with Me" by Liviya Compean	Multi-Cam Production	Producer, DP, Editor	2007
NBC Network	Broadcast News Content	ENG News	DP, Editor	2000-present
NBA All Star Game	Live Broadcasting and Video Production Services	Studio, Multi-Cam Productions and ENG News	Producer, DP, Live Engineer	2013
Newmark Homes	Subdivision Showcases	Digital Marketing Videos	Producer, Writer, DP, Editor	2010
NFL Super Bowl	Video Production Services	Multi-Cam Productions	Producer, DP, Editor	2004; 2017
NewScene Magazine	Television Series Production	Television Content	Producer, DP, Editor	2007
New York Bagel and Deli	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Olympia The Grill at Pier 21	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Opened Bible Academy	Live Graduation Event	Live Broadcast	Producer, DP, Live Engineer	2019-2020
Opened Bible Academy	Gala Event Video	Marketing Video	Producer, Writer, DP, Editor	2019-2020
Organic Lotus Spa	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Page Parkes Modeling	Corporate Video	Marketing Video	Producer, Writer, DP, Editor	2008
Polo's Signature Restaurant	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Prestigious Nails & Salon	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Price Waterhouse Cooper	CEO Interviews	Digital Media Content	Producer, Writer, DP, Editor	2006-2010
Price Waterhouse Cooper	Community Volunteering Videos	Marketing Videos	Producer, Writer, DP, Editor	2006-2010
Random House Publishing	EBook Author Introductions	Digital Marketing Video	Producer, Writer, DP, Editor	2009-2020
Reign Lounge	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Richard's Total Backyard Solutions	Commercials	Television Commercials	Producer, Writer, DP, Editor	Pre-2000
Rite of Passage	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Rob Kimmons Investigations	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
San Antonio Tourism	How to Enjoy the Riverwalk	Digital Media Content	Producer, Writer, DP,	2009

			Editor	
San Antonio Tourism	How to Get Around Town	Digital Media Content	Producer, Writer, DP, Editor	2009
San Antonio Tourism	How to Enjoy the Missions	Digital Media Content	Producer, Writer, DP, Editor	2009
San Antonio Tourism	How to Enjoy Market Square	Digital Media Content	Producer, Writer, DP, Editor	2009
San Antonio Tourism	How to Tour the Alamo	Digital Media Content	Producer, Writer, DP, Editor	2009
San Antonio Tourism	POP 10 Places	Digital Media Content	Producer, Writer, DP, Editor	2009
San Antonio Tourism	48 Hour Tour	Digital Media Content	Producer, Writer, DP, Editor	2009
Shyn Salon	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Smoke Dreams	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Sports Illustrated Online	Athletes to Watch	Digital Media Content	Producer, Writer, DP, Editor	Pre-2000
Stadia Grill	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Sugar Land Wellness	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Skin & Laser	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Tavern On Gray	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
TELEMUNDO Network	Broadcast News Content	ENG News	DP, Editor	2000-2014
Texas Rock Tavern	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Thai House Restaurant	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
The Angel & The OX Pub	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
The Boot	Randy Houser: BTS	Digital Media Content	Producer, Writer, DP, Editor	Pre-2000
The Original Ninfa's	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
The Pet Palace	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
The Sun Lounge	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Tito's Spanish Restaurant	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Trinity ISD	Live Sports Broadcasting	Live Sports	Producer, Live Engineer	2014-2017
UNIVISION Network	Aqui y Ahora Segments	Television Content	Producer, DP	2007
Value Furniture	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Villa Capri	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Westchase Wellness	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
West University	Live Easter Service	Live Broadcast	Producer, DP, Live Engineer	2006-

Baptist Church				2009
West University Baptist Church	Music Video, "10,000 Reasons"	Live Music Performance	Producer, DP, Editor	2008
West University Baptist Church	Upwards Basketball Season Highlights	Sports	Producer, DP, Editor	2008-2012
West University Little League	Gala Event Videos	Marketing Videos	Producer, Writer, DP, Editor	2000-2010
Wonder space	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Worstell Auctions	Commercial	Digital Marketing Video	Producer, Writer, DP, Editor	Pre-2000
Yellowpages.com	Commercials	Digital Media Content	Producer, Writer, DP, Editor	Pre-2000