

Resumé

Carl Balduf

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OVERVIEW

More than 20 years of successful freelance writing and audio-video production. Meeting clients' needs for direct mail – print and media advertising– materials for public relations and training – brochures and manuals – video and audio production – and writing for the World Wide Web.

- **Client list** (Partial Listing)
 - Ford Motor Company
 - Ford Motor Credit Corporation
 - Chrysler Corporation
 - Ann Arbor Computer
 - UAW/GM Quality Network
 - American Natural Resources
 - Volkswagen of America
 - Jervis B. Webb
 - OMC Corporation
 - Jaguar Cars
- **Project Content** (Partial Listing)
 - Adaptive Cruise Control
 - Cable Stay Bridge Construction
 - Check Sorting Equipment
 - Consumer Direct Mail
 - Counter Sales
 - Dealer Incentive Programs
 - Localized Dealer Radio Commercials
 - Executive Speeches
 - Heavy Equipment Operation
 - Interactive Video (level three)
 - Machine Vision
 - Mainframe Computers
 - Materials Handling
 - New Vehicle Introductions
 - Parts Dept. Management
 - Rental & Leasing Systems
 - Robotic Safety
 - Travel Services
 - Vehicle Auctions
- **Previous Positions** (Partial Listing)
 - American Natural Resources — Senior Writer-Producer
 - Burroughs Corporation (UNISYS) — Senior Writer Producer
 - Cadillac Plastic and Chemical Company — Director of Training
 - Eastern Michigan University Television Center — Senior Writer-Director
 - Owens Corning Fiberglas@Corporation — Public Relations (writer and project developer)
 - United States Air Force — Captain: Commander of AFN Kaiserslautern Radio (AFRTS)
- **Honors and Awards**
 - Burroughs Corporation *Award for Achievement in Logistics*
 - Four *Telly* Awards
 - Appointed to the *Telly Silver Council*
 - Detroit Museum of African American History Achievement Award
- **Education — The University of Michigan**
 - A. M. (Education – Guidance & Counseling)
 - B.Mus. (Education.)
 - Secondary Provisional Teacher's Certificate (Certification Minor: Speech)
- CaBalettA Enterprises, Inc. — Founder and President (Since 1985)