

# Michael Sherman

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February 3, 2017

## **Martin A. Berger**

Acting Vice Provost for Academic Affairs  
Campus Diversity Officer for Faculty  
Professor of History of Art and Visual Culture  
Academic Affairs  
UCSC  
1156 High Street  
Santa Cruz, California 95064

Dear Mr. Berger,

I am writing to apply for the Videography position at the University of California, Santa Cruz. As an alumnus of Cabrillo College and recent Eastman graduate here in Rochester, New York, I am ready to create curriculum support materials that align with my skillset. I believe they will provide UCSC and the department of academic affairs with valuable material from an exceedingly qualified candidate.

Over the last decade, I have been forging a career as a multimedia engineer, and jazz musician. I successfully manage my own recording/videography company, as Recording Director, Editor, Content Advisor, and, where appropriate, Producer. With a staff of three part-time employees, we collectively record and complete over 200 events and 50 terabytes of video per year. I have completed projects with Grammy-winners, consulting companies, faculty at the Eastman School of Music, Juilliard School of Music, New England Conservatory, as well as constituents within upper administration. Additionally, I maintain a prolific international profile as a leading videographer and engineer for music and dance festivals and have traveled from northern Sweden to South Africa and Zimbabwe.

I am currently employed by the Eastman School of Music as a Multimedia Engineer. I work closely with different departments to produce and engineer interviews, promotional/educational videos, and student and faculty recitals. My experience with media software is significant and ever-expanding. I am regularly asked to teach classes and tutor students on recording practices and managing media for the web. I also have significant and successful experience at working within a university sphere, and understand the intricacies and dynamics involved to coordinate with multiple departments and people to meet strict product deadlines.

The assets I bring to the position include professionalism, humility, and an artistic vision. I believe that part of what has helped my success is blending the aesthetics of a sensitive musician with those of a media-savvy technician. I would be delighted to support UCSC in their vision to grow the field of online learning. I invite you to visit:

[www.mobile-audio-productions.com/UCSC-videographer](http://www.mobile-audio-productions.com/UCSC-videographer)

I look forward to speaking with you at your earliest convenience, should the material at the above URL warrant your further interest. Many thanks for your consideration.

Sincerely,

Michael Sherman