

Freisa Davila-Cruz

MASTERY JOURNEY

Timeline

INDUSTRY CLUBS AND ORGANIZATIONS

- Directors Guild of America
 - www.dga.org
- Get In Media
 - getinmedia.com/industry/film-tv
- Producers Guild
 - www.producersguild.org



EXPANDING PLN

- Pureflix

- www.pureflix.com

- Affirm Films

- www.affirmfilms.com

- Lightworkers

- www.facebook.com/lightworkersofficial

FULL SAIL COMMUNITY

- Entertainment Networking Society at Full Sail
 - <https://orgsync.com/59216/chapter>
- Collegiate DECA Full Sail Chapter
 - <https://orgsync.com/79043/chapter>

CHARACTERISTICS OF A MENTOR BY GREENE

- Choosing mentor according to your needs and inclinations
 - The mentor has to have the same strengths as my life's task
- Gaze deep into the mentor's mirror
 - A mentor that is not afraid to point out our weaknesses
- Create a back and forth dynamic
 - Evolve your relationship with mentor to share back and forth.



INDUSTRY LEADERS

- Jeff Unay - Film Director
 - 425-503-5676
- Kevin O'neill - Film Director
 - www.facebook.com/kevinjamesoneill
- Patricia Rigger - Film Director
 - info@patriciarigger.com
- Mike Myles - TV Producer
 - 310-944-4472
- Kenny Lee - Film Producer
 - 513-502-6368
- Doug Prusack - TV Producer
 - doug@tv45.org



MONTH 2 EXECUTIVE LEADERSHIP

- Skill: Interviewing
 - Strategy: <https://www.lynda.com/Business-Skills-tutorials/Interviewing-Job-Candidate-Recruiters/479387-2.html>
- Skill: Executive Decision Making
 - Strategy: <https://www.lynda.com/Business-Skills-tutorials/Executive-Decision-Making/373992-2.html>
- Skill: Managing Conflict
 - Strategy: <https://www.lynda.com/Business-Skills-tutorials/Fred-Kofman-Managing-Conflict/423244-2.html>



MONTH 3 PROJECT & TEAM MANAGEMENT

- Skill: Project Managing

- Strategy: <https://www.lynda.com/learning-paths/Business/become-a-project-manager>

- Skill: Team Playing

- Strategy: Book 'The Ideal Team Player' Full Sail Library

- Skill: Team Leading

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Working-Teams/175129-2.html?org=fullsail.edu>



MONTH 4 BUSINESS STORYTELLING & BRAND MANAGEMENT

- Skill: Advanced Branding
 - Strategy: <https://www.lynda.com/Enterprise-Marketing-tutorials/Advanced-Branding/490749-2.html?org=fullsail.edu>
- Skill: Brand Marketing Integration
 - <https://www.lynda.com/Marketing-tutorials/Brand-Marketing-Integration/432562-2.html?org=fullsail.edu>
- Skill: Storytelling
 - <https://www.lynda.com/Graphic-Design-tutorials/Storytelling/193717/577155-4.html>



MONTH 5 ENTERTAINMENT BUSINESS

FINANCE

- Skill: Finance Fundamentals

- Strategy: [https://www.lynda.com/Business-Accounting-tutorials/Finance-Fundamentals/174917-2.html?](https://www.lynda.com/Business-Accounting-tutorials/Finance-Fundamentals/174917-2.html?srchtrk=index%3a4%0alinktypeid%3a2%0aq%3afinance%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2)

[srchtrk=index%3a4%0alinktypeid%3a2%0aq%3afinance%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2](https://www.lynda.com/Business-Accounting-tutorials/Finance-Fundamentals/174917-2.html?srchtrk=index%3a4%0alinktypeid%3a2%0aq%3afinance%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2)

- Skill: Managing Cash Flow

- Strategy: <https://www.lynda.com/Business-Accounting-tutorials/Managing-financing-cash-flow/383049/434627-4.html>

- Skill: Income Taxes Fundamentals

- Strategy: <https://www.lynda.com/Business-Accounting-tutorials/Income-Tax-Fundamentals/188210-2.html?org=fullsail.edu>



MONTH 6 **NEGOTIATION & DEAL-MAKING**

- Skill: Negotiation Fundamentals

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Negotiation-Fundamentals/101504-2.html?org=fullsail.edu>

- Skill: Negotiating Salary

- Strategy: <https://www.lynda.com/Career-Development-tutorials/How-negotiate-salary/428729/475874-4.html>

- Skill: Deal-Making

- Strategy: Book 'The Art of the Deal' at Full Sail Library



MONTH 7 **PRODUCT & ARTIST MANAGEMENT**

- Skill: Talent Management

- Strategy: <https://www.lynda.com/Leadership-Management-tutorials/Talent-Management/536419-2.html>

- Skill: Managing Artists

- Strategy: <https://www.lynda.com/Music-Business-tutorials/Insiders-Guide-Todays-Music-Biz-05-Managers/450273-2.html?srchtrk=index%3a1%0alinktypeid%3a2%0aq%3aartist+management%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

- Skill: Product Management Fundamentals

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Product-Management-Fundamentals/479069-2.html>



MONTH 8 ADVANCE ENTERTAINMENT LAW

- Skill: Business Law

- Strategy: <https://www.lynda.com/Music-Business-tutorials/Music-Law-Podcasting/458663-2.html?org=fullsail.edu>

- Skill: Copyright

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Introduction-copyright-law/365065/423255-4.html>

- Skill: Intellectual Property

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Intellectual-Property-Fundamentals/165636-2.html?org=fullsail.edu>



MONTH 9 ENTERTAINMENT MEDIA PUBLISHING & DISTRIBUTION

- Skill: Crowdfunding for Film

- Strategy: [https://www.lynda.com/Kickstarter-tutorials/Crowdfunding-Campaigns-Independent-Film/490925-2.html?](https://www.lynda.com/Kickstarter-tutorials/Crowdfunding-Campaigns-Independent-Film/490925-2.html?srchtrk=index%3a1%0alinktypeid%3a2%0aq%3afilm+distribution%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2)

[srchtrk=index%3a1%0alinktypeid%3a2%0aq%3afilm+distribution%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2](https://www.lynda.com/Kickstarter-tutorials/Crowdfunding-Campaigns-Independent-Film/490925-2.html?srchtrk=index%3a1%0alinktypeid%3a2%0aq%3afilm+distribution%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2)

- Skill: Film Festival Distribution

- Strategy: <https://www.lynda.com/Video-Editing-tutorials/Taking-film-festival-circuit/450906/549531-4.html>

- Skill: Entertainment Publishing

- Strategy: <https://www.lynda.com/Audio-Music-Live-Performance-tutorials/Publishing/176622/361590-4.html>



MONTH 10 **DIGITAL MARKETING**

- Skill: Google Analytics

- Strategy: <https://www.lynda.com/Google-Analytics-tutorials/Advanced-Google-Analytics/428718-2.html>

- Skill: Data Science

- Strategy: <https://www.lynda.com/IT-Infrastructure-tutorials/Data-Science-Marketing/533306-2.html?org=fullsail.edu>

- Skill: Social Media Marketing

- <https://www.lynda.com/Facebook-tutorials/Social-Media-Marketing-Small-Business/471976-2.html?org=fullsail.edu>



MONTH 11 BUSINESS PLAN DEVELOPMENT

- Skill: Writing for Business Plans

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Writing-business-plan/162455/186713-4.html>

- Skill: Business Plans Fundamentals

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Creating-Business-Plan/373107-2.html?srchtrk=index%3a2%0alinktypeid%3a2%0aq%3abusiness+plan%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

- Skill: Business Continuity Planning

- Strategy: <https://www.lynda.com/CISSP-tutorials/Business-continuity-planning/474686/532866-4.html>



MONTH 12 FINAL PROJECT: BUSINESS PLAN

- Skill: Managing Stress

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Managing-Stress/165497-2.html?srchtrk=index%3a3%0alinktypeid%3a2%0aq%3astress%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

- Skill: Job Search Strategies

- Strategy: <https://www.lynda.com/Business-Skills-tutorials/Job-Search-Strategies/97580-2.html?srchtrk=index%3a3%0alinktypeid%3a2%0aq%3ajob+search%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

- Skill: Resume Building

- Strategy: <https://www.lynda.com/Career-Development-tutorials/Build-your-resume/504298/555004-4.html>



JOURNEY SUMMARY

Month 1

MDL 510
Mastery: Personal Development and Leadership

Month 2

MAN 630
Executive Leadership

Month 3

MAN 603
Project and
Team Management

Month 4

MAR 630
Business Storytelling and
Brand Development

Month 5

GEB 6508
Entertainment
Business Finance

Month 6

MAN 6446
Negotiation and Deal-Making

Month 7

EBM 591
Product and
Artist Management

Month 8

BUL 5628
Advanced
Entertainment Law

Month 9

MMC 6256
Entertainment Media
Publishing and Distribution

Month 10

MAR 681
Digital Marketing

Month 11

GEB 612
Business Plan Development

Month 12

EBM 692
Final Project: Business Plan