



Summary

Highly motivated and versatile digital producer and designer with twelve years of experience in production, project management, creative development and design. A talent for analyzing problems, developing processes and finding innovative solutions. Exceptional organizational, planning and communication skills. Committed to the highest level of personal and professional excellence, and seeking a challenging position and collaborative environment.

Professional Experience

VML

Senior Project Manager | February 2012 - Present

- The T-Mobile team at VML brought me on to fill a need for a senior-level PM who could manage two large-scale website projects from start to finish. Working with the Account, Creative and Development teams, my responsibilities include defining scope, developing and managing budget, managing internal resources, rationalizing creative with implementation plans, and managing client relationships.

frog design

Program Manager | November 2011 - December 2011

- I was brought on to the PM group at frog for a six-week project leading a team of interaction designers through evaluating third party application submissions on behalf of a large gaming client. I acted as the primary point of contact to the client, managed designers' workflow, and ensured timely and proper distribution of deliverables to multiple partners on a daily basis. My team successfully exceeded delivery expectations by 15%, and were able to reduce client spending by effectively streamline processes allowing for fewer team members.

Wunderman

Project Manager, Global Deployment | July 2011 - November 2011

- At Wunderman I managed global deployment of Microsoft's largest international marketing campaign to date, spanning 35 markets. I worked along side our account team and the creative AOR to ensure all campaign deliverables were done in accordance with SLA and with the highest possible quality. I also led the exploration and improvement of process within the PM group, including documentation, communications and risk assessment.

DIRECTV

Senior Web Producer/Project Manager | February 2011 - May 2011

- My primary objective at DIRECTV was to produce a redesign of the "What is DIRECTV?" vertical of directv.com. I led ideation sessions and collaborated with the art director, creative director and lead copywriter to develop and implement a strategy to streamline content and establish the new visual voice of the site.
- During my time there I also developed solutions to enhance user experience throughout consumer retention and loyalty projects, and maintained product roadmaps aligned with business objectives, considering all aspects of product life cycles.

MTV Networks

Online & Mobile Producer, MTVN International | January 2008 - October 2009

- For two consecutive years, led production of digital campaigns for the MTV Europe Music Awards, exceeding all current and previous traffic and performance goals. Deliverables included a multi-phase global website, mobile websites, and iOS applications.
- Initiated and established a mobile product roadmap, and secured relationships with multiple international vendors, increasing overall international mobile visibility five-fold.
- Developed and implemented content strategy for ongoing global initiatives such as MTV At The Movies, across both web and mobile platforms.

Online & Mobile Producer, Comedy Central | January 2007 - January 2008

- Led the concept and development phases of a redesign of Comedy Central's online mobile storefront, focusing on promotion of their emerging wireless platform.
- Created wireframes, produced and maintained WAP sites for multiple Comedy Central properties, and produced ongoing mobile personalization content such as wallpapers, ringtones and SMS products.
- Promoted from Associate Producer to Producer within nine months of being hired.

Flash Game Developer, Comedy Central | August 2006 - January 2007

- Developed game concepts, created game design documents, designed levels and game play, and programmed two Flash online games for South Park's 10th season celebration.

Spot Design

Owner, Designer & Web Developer | 2004 - 2006

- Excelled in self-promotion and in creating lasting relationships with clients. Effectively scaled our team as necessary to work with different sized clients from small start-ups to large companies such as the UN.
- Worked in a collaborative setting to develop entertainment-based concepts for media and advertising campaigns.
- Created proof-of-concept materials such as logos and web prototypes to pitch to clients such as Jeep and Twix, and developed marketing sites and materials for companies such as VH1 and Panasonic.
- Worked on all areas of online and print projects, including concept development, design, web programming, print management, internal marketing and promotion, project management, and client relations.

Parsons School of Design

Professor, Flash Programming | 2002 - 2003

- Successfully prepared pre-graduate students for the MFA Design and Technology program, through teaching a month-long intensive on programming concepts and the basics of scripting.
- Taught an undergraduate Flash course in the Communication Design program, focusing on advanced programming concepts and techniques using Flash and ActionScript.

Education

Parsons School of Design

Master of Fine Arts, Design & Technology | New York, NY

Mount Ida College

Bachelor of Arts, Graphic Design | Boston, MA