



447 Broadway, 2nd Floor New York, NY 10013

DIGITAL MARKETING CONSULTANT | INTEGRATED PRODUCER

>> OBJECTIVE

Work with a vibrant team and develop strong marketing experiences for the consumer.

>> SKILLS

- *Project Management:* Microsoft Office Project, Word, Excel, PPT, Visio, FTP
- *Web / Design:* Illustrator, Photoshop, Flash, Dreamweaver, Fireworks, Omnigraht
- *Programming:* ActionScript, HTML, some PERL
- *Video:* Final Cut Pro, Avid, After Effects
- *Languages:* Fluent in French and Spanish

>> EMPLOYMENT

03.07 – Present Digital Marketing Consultant / Senior Integrated Producer - New York, NY

- Provide strategic recommendations and technical knowledge on how to streamline the interactive process
- Educate teams of technological feasibility in the interactive space
- Research new technological opportunities to be leveraged
- Based on project, study website user flow and build wireframes accordingly
- Draft social networking plan with editorial content, frequency, voice, content aggregators, audience management, metrics
- Monitor the overall production process, hire vendors and freelancers accordingly
- Budget projects, tracked hours and expenses

List of clients: TBWA/CHIAT, Weiden + Kennedy, Nitro Group, Young & Rubicam, BFW Publishers

List of projects: Nissan's Journey to Zero, Talbot site redesign, Kraft Singles Campaign, Accenture Campaigns, NY Post Campaign, The Alliance for Climate Protection Campaign, NHL Campaign, BFW educational applications and site builds, Readers Digest

10.05 – 03.07 Digital Producer - R/GA – New York, NY

- Handled all client and team communications
- Supervised online production process: led brainstorming sessions; revised and approved all major deliverables
- Was responsible for documenting process by providing client with project plan proposal, draft directions, creative briefs, SOW, schedules
- Monitored team's hours and ensured it fit within original project plan
- Managed cross platform and traditional interactive projects: Interactive Signage, Bluetooth Campaigns, Streaming Video, Banner Campaign, Email Marketing, Large Site Redesign

List of projects: Nokia (Nokia N80, N71, N90 campaigns), Verizon Wireless (Experience Store), Verizon (DSL Digital Campaigns, Email Marketing, B2B site redesign)

09.03 – 09.05 Integrated Producer - New York, NY

- Oversaw multi-platform projects (Broadcast and Interactive); implemented work plans, production schedules, budgets and managed 2D /3D After Effects designers / Flash designers / Developers and international vendors
- Main point of contact for all clients: delivered timelines, SOW's, lead creative reviews, implemented feedback
- Handled all facets of production from pitch to delivery
- Developed TV interstitials and website skins for various TV networks

List of clients: Freestyle Collective, The Ebeling Group (MK12 / LOBO), United Nations

List of projects: CMT "Man vs Vegas", IFC, Toyota "Put In Play" Microsite; Outdoor Life Network "Gravity Games TV redesign"; Cartoon Networks "Fosters TV Promo"; Playstation "Antigrav Game Design"

02.01 - 07.03 Visual Effects Producer - Buf Compagnie - Paris, FRANCE

- Oversaw projects from pre-production stage to master delivery
- Create project plans, contracts, SOW's, technical specifications for video shoots and shot list
- Supervised large 3D graphic design and Flame artist teams and communicated directors artistic requirements on a daily basis
- Handled all faced of production from pitch to delivery
- Main point of contact for all budgetary decisions: tracking hours, writing overages
- Developed TV commercials, Music Videos, Features

List of projects: (commercial) Air France "Air", Gatorade "Goutte": Michel Gondry; Nintendo "Cube", Eric Ifergan; Emilie Simon "Desert"; Air "How does it make you feel"(features)2 Fast & Furious, John Singleton; Finding Neverland ,Marc Forster

10.98 – 01.01 Production Coordinator _ Broadcast Video Inc. – Miami, FL

- Worked closely with producers in the development of on-air projects for DirecTV and MTV Networks Latin America

>> EDUCATION

2003 – 2005 Tisch School of the Arts (NYU) – New York, NY

Masters in Interactive Telecommunications

1995 – 1998 University of Miami - Miami, FL

BA in Broadcasting and Political Science