

Web Marketing and Production

OBJECTIVE:

Optimize content, social media, advertising and marketing strategies for an efficient production process and consistent messaging across various vendor applications and web platforms.

EXPERIENCE:

5/2007 - present

Online Production Manager

Scientific American - New York City, NY

Responsible for ad operations, online ad sales support, content production assistance, email production and distribution, online project management, and development QA testing.

(www.scientificamerican.com)

- Assisting management and oversight of web site redesign/re-launch project.
- Provide web technology team with guidelines for implementing new web CMS as it corresponds with current functionality, future site re-launch and end user requirements.
- Managing transition of email subscribers to a new email-marketing vendor.
- Influence social media, email and display ad strategy.
- Strategize with circulation department to increase sales, revenue and retention.
- Oversee employee responsible for online magazine production, formerly managed ad operations employee before position was eliminated.
- Manage and traffic display, video, audio podcast and email advertising inventory.
- Responsible for traffic and revenue reporting for ad, email and web site statistics.

Tools: 24/7 Real Media (ad vendor), Exact Target (email vendor), Dreamweaver, Photoshop, InDesign, HTML, CSS, Flash Video Encoder and internally developed content management application

6/2006 – 5/2007

Web Producer

North Jersey Media Group - Hackensack, NJ

Web publisher and multimedia specialist. Responsibilities included designing and creating interactive flash pieces and shooting/editing video and audio pieces in supplement to the newspaper content. (www.northjersey.com)

- Created photo galleries as well as audio SoundSlides galleries.
- Recorded and edited audio and video supplements to newspaper stories.
- Posted newspaper and breaking news content to the web site through an internally developed CMS.

Tools: Sony Vegas (video editor), Audacity (audio editor), Flash, Photoshop, Dreamweaver, Visio, JavaScript, HTML, CSS, Flash Video Encoder, SoundSlides (gallery software) and publishing software.

- 7/2004 – 12/2005 **Senior Internet Marketing Specialist**
 ADP Retirement Services - Florham Park, NJ
- Managed and redesigned two Retirement Services web sites.
 - Built web sites in Dreamweaver, no CMS utilized
 - Designed online landing pages and new site content to correspond with print lead generation campaigns.
 - Managed search engine strategy with a vendor for SEM and SEO programs
 - Developed and distributed email campaigns for lead generation efforts.
 - Created Flash site demos for company accounts web sites
 - Designed web traffic reporting, incorporating online lead generation statistics from various venter reports with web traffic information from Omniture.
- Tools: Flash, Photoshop, ImageReady, Illustrator, Dreamweaver, Visio, ASP, JavaScript, HTML, CSS, Omniture.
- 5/2001 - 7/2004 **Web Content Publisher / Producer**
 New York Life Investment Management - Parsippany, NJ
- Worked with vendor and IT to develop an in house custom CMS, including designing wire frames for page layouts and determining content types.
 - Redesigned three sites into the content management application and built an additional four web sites into the application.
 - Built interactive site demos, promos, and tutorials for shareholders and financial advisors using Flash.
 - Designed monthly traffic report for executives summarizing twelve web sites in a page at-a-glance format.
- Tools: Flash, Photoshop, ImageReady, Illustrator, Dreamweaver, Visio, ASP, JavaScript, HTML, CSS, WebTrends, HitBox
- 6/2000 - 8/2000 **Junior Designer/Web Developer**
 New York Life Investment Management - New York City, NY
 Maintained Internal registered representative site and retail site for MainStay Funds.
 Tools: Photoshop, HTML, JavaScript

EDUCATION:

- 4/2002 **Web Design Certificate**
 New Jersey Institute of Technology (NJIT) - Newark, NJ
 NJIT's Web Design Certificate includes three courses on HTML and XML, Flash and Photoshop
- 5/2001 **Web Site Development**
 Johnson and Wales University - Providence, Rhode Island
- Maintained Dean's List throughout
 - Graduated Magnum Cum Laude
 - Concentrated electives in marketing and management