

CONTRACT EXPERIENCE:

Sudler & Hennessy Digital, New York, NY **Senior Interactive Project Manager**
March 2009 – June 2009

- Managing multiple digital projects for black box pharmaceutical product launch from Johnson & Johnson
- Integrating with offline and CRM agencies to coordinate development of launch materials
- Developing & managing numerous project plans, budgets & SOW documents

Secude IT Security, Ho Chi Minh City, Vietnam **Senior Marketing Consultant**
March 2008 – October 2008

- Led the creation of a new eMarketing department for a global provider of IT security solutions
- Managed recruitment and training of web development, design and eMarketing resources
- Produced and developed company wide content management system

Atmosphere/BBDO, New York, NY **Senior Interactive Producer**
October 2007 – March 2008

- Produced global interactive campaign for high-end international banking service from Citigroup
- Led all project production from initial client presentation through development and translation to 11 different languages for a launch in over 14 countries
- Managed a \$1.3MM budget and a 5-month schedule for a team of over 15 members

Wieden+Kennedy, Amsterdam, NL **Interactive Producer**
March 2007 - September 2007

- Produced integrated marketing campaigns for clients such as Old Spice, Coca Cola, EA Sports and Nike
- Developed & managed schedules, budgets, site maps, functional specifications & SOW documents
- Produced photo & video shoots on location across Europe featuring celebrity athletes

CondéNet, New York, NY **Interactive Project Manager**
October 2006 - March 2007

- Managed production of interactive campaigns for clients such as Starbucks, Sprint, Nokia and Xerox
- Created production schedules, timelines, budgets, site maps, functionality specifications & SOWs

Netomat.net, New York, NY **Web Developer**
July 2006 - October 2006

- Developed social-networking site for web and mobile devices utilizing XHTML, CSS, WAP and WALL
- Analyzed wire frames and optimized images from graphic designs to develop user interfaces

FULL TIME EXPERIENCE:

Manhattan Media, New York, NY **Web Developer/Project Manager**
September 2005 - July 2006

- Managed production of CityHallNews.com, a weekly publication focused on local politics
- Developed front and back-end script, including data capture, utilizing DHTML, CSS, SQL and PHP

August 2001 - September 2005 **Art Director**

- Created award-winning full-color newsprint/magazine layouts and templates
- Designed advertising and promotional materials

UBO.net, New York, NY **Interactive Producer**
June 2000 - July 2001

- Managed 7 person content and development team
- Supervised full-cycle development of web-based application service provider
- Designed site architecture and supervised creation of back-end database model

Sony Music, New York, NY **Senior Database Administrator**
May 1998 - June 2000

- Managed 5 person database & content administration department
- Developed DB user guides and conducted company wide user training

EDUCATION:

Hunter College, 1996-1998 Major: Media Minor: Computer Science