

## **Objective**

To continue to help clients “get heard” by their audience by employing my skills and experience in Marketing and Advertising, while paying close attention to the details that will make a project stand out. Finally I aim to continue to build positive experiences and relationships that will enrich my son’s growing and learning environment.

## **Skills & Interests**

- Software: Flash CS3, DreamWeaver CS3, Photoshop CS3, Illustrator CS3, InDesign CS3, Image Ready, QuarkXpress 6.0, iMovie, FinalCutPro, Acid, ProTools, GarageBand, MS Office Pro versions 97-XP and OS X.3.9–OS X.4.6
- Programming: Flash Action Script 2.0 (Intermediate/Advanced), HTML, CSS, JavaScript, PHP (Intermediate)
- Spanish: Fluent
- Aquatics Coach for Special Olympics
- Photography, Videography, Film editing – Photo retouching, Final Cut Pro
- Sound: Analogue and Digital Recording, Composing and Arranging

## **Employment**

### **Communications Consultant- PowerPoint Production/Pitch Development**

Client: **Karl Safulko**

Accounts: **Navicor Oncology**

- **Provide key insights as to pitch strategy and animate deck.**

Client: **Virtual-E Corporation**

Accounts: **VGT Simulator New Business Pitch**

- **Provide key insights as to structure and manage development team** for New Business Pitch to Sony Computer Entertainment (NEW BUSINESS WON)

### **Communications Consultant- PowerPoint Production/Flash Animation**

Client: **The Swat Team**

Accounts: **Allergan (Sanctura XR)**

- Provide a user initiated package to view a product value deck with the multimedia animation of a bio-Mechanism (drug’s effect upon the receptor bindings on the Detrusor and Urothelium Muscles) for a pharmaceutical advertising team

### **Flash Production- Banners**

Clients: **CGR/Seven**

Accounts: **Comedy Central**

- Resize and Provide scripting expertise to modify timings for Last Laugh ’07 Banners

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### **Multimedia Producer- Flash Animator**

Client: **CGR/Seven**

Accounts: **Euro RSCG (Gamunex)**

- Build a Flash generated functioning mock up of a proposed web site for development

### **Multimedia Producer- PowerPoint Specialist**

Client: **CGR/Seven**

Accounts: **GSW (Altana)**

- Provide PowerPoint Support for Daxas communication

### **Multimedia Producer**

Client: **Update Graphics**

Accounts: **Time Warner (New Business Pitch – Flash shell)**

- Design and trouble shoot pages for a Flash Presentation Pitch for New Business

## **Multimedia Producer**

Client: **Studio T Network**

Accounts: **Saatchi & Saatchi Healthcare (New Business Pitch- Aptivus)**

- Organize a production team to produce the 109-side PowerPoint Deck and all supporting media assets including Sound, Video, and Flash.

## **Multimedia Production: Web Producer reporting to the Creative Director**

Client: **Concentric**

Accounts: **Pfizer (Caverject Microsite), New Business Pitch (Hesco)**

- Work with Client and Account team to determine scope of new projects
- Create necessary content to fulfill pitch strategy
- Implement changes to existing work
- Implement edits to swf multimedia components

## **Banner Advertising: Senior Producer reporting to the Creative Director**

Client: **Beyond Interactive**

Accounts: **3M (Post-It, Vikuiti), Aleve (NewsRoom), Bayer (Qiz Ad, Heart to Heart), Bic (WSOP, Duo, Wite-Out, Stationary), Canon, Cendant (Summer Promotion), Dow Corning (Corporate, Rubber), Estroven, Epzicom, Jet Blue (Q3 initiatives), Royal Bank of Scotland (Golfing), Nokia (8801), Mediacom (info site updates), Western Union (New York Pricing Campaign for NY, CA, China and India, New Customer Campaign for China, India, NY, and CA, Disaster Relief, Disaster Preparedness, Caribbean Eat 'N' For Less\*, World Cup), Xiameter (Dare to Compare, web site initiatives),**

- Meet with Account heads to determine Project scope
- Create and Provide Account Team with project budget requirements and timelines
- Coordinate Production to produce rich media (i.e. expandables and floating ads)
- Manage creative design staff
  - Generate Daily Status Report, Run Daily Status Meeting
  - Serve as primary liaison for the account teams
  - Quality check all units
  - Maintain and update timelines and spec sheets

## **Marcom: PowerPoint/Multimedia Production Manager**

Clients: **Saatchi & Saatchi, Studio T Network via CGR7**

Accounts: **Altana (Roflumilast/Daxas), Avenue Capital, Corbett Accel (Merck/Schering-Plough-Vytorin), Creative Priority (Kaplan), Glaxo Smith Kline, gfs, GSW, GrayBox Software, Johnson & Johnson, Desktop Solutions (KPR), MGI, NYSE, OMD, Pfizer, Promotional1, Johsson & Johnson - Rigel, Saatchi & Saatchi Healthcare, (Sanofi-Aventis - Eloxatin), Wyeth.**

- Meet with senior staff to determine project scope and execute plans to offer deliverables on schedule and within budget constraints
  - Provide insights to ensure message delivery effectiveness
  - Determine types of multimedia necessary and add programming expertise for embedded Flash elements
  - Develop and implement new templates for presentations
  - Provide art direction, graphic and technical support multimedia
- Coordinate production, Supervise all multimedia for execution within and along side presentations.
- Develop and Produce Flash Banners and Animated Gifs

## **Education**

- Sarah Lawrence College--BA Liberal Arts – Concentrations in Medical Sciences, India Studies, Playwriting along with language mechanics through the study of ancient Latin & Greek