

## executive summary

Dynamic, detail-oriented, creative individual seeking opportunity to utilize outstanding project management, media production, writing, and communication skills to positively drive strategic business development in a media production environment:

- Highly effective manager and producer
- Strong ability to develop successful external relationships for marketing and media production services
- Creative leader with demonstrated success in innovative video/audio production and interactive design
- Hands-on media designer and tinkerer

## experience

THE UNIVERSITY OF TEXAS SYSTEM: INSTITUTE FOR PUBLIC SCHOOL INITIATIVES (IPSI), AUSTIN, TEXAS

PROGRAM MANAGER — DIGITAL MEDIA AND eLEARNING

May, 2008 — present

- Provide comprehensive production, project concept, creative and strategic vision, and project management services for IPSI's communications and digital media/web-based initiatives.
- Utilize digital production methods (HTML, CSS, Flash, XML, video design, etc.) to design, program, and provide ongoing maintenance for several websites.
- Conduct graphic design for a broad range of the department's printed materials. Provide graphic design for "infographics" used to communicate IPSI's initiatives, project results, etc.
- Write communications materials, website content, project description and specification documents, grant proposals, technical overview documentation, etc.
- Lead the development and implementation of IPSI's comprehensive communications plan and provide creative design and production services on all resulting communications output (e-newsletters, printed communications pieces, and so on).
- Guide the identification, development, and implementation of digital resources and tools for organizational efficiency (Share-Point, videoconferencing, etc.).

STREAM57 , NEW YORK, NEW YORK.

PROJECT MANAGER

November, 2007 — April, 2008

- Organized and implemented live and on-demand webcasting and rich media production efforts for innovative streaming media company. Managed multiple complex projects simultaneously with strict adherence to deadlines and client specifications. Routed project tasks internally and oversaw output for quality assurance and standards compliance.
- Developed and managed varied client relationships. Assisted clients in determining best media solutions to meet project goals.
- Managed, directed, and produced live webcast events. Traveled to on-location shoots and webcasts in client-facing roles.
- Produced digital media objects in various forms and formats: video / audio presentations (shooting, editing, and encoding), graphic design, and interactive design (usability design, HTML, CSS, XML, etc.).

IGNITE! LEARNING , AUSTIN, TEXAS / BROOKLYN, NEW YORK.

DIRECTOR OF INTERNATIONAL PRODUCTION — PRODUCT DEVELOPMENT

February, 2004 — October, 2007

- Managed projects and provided liaison support in international production efforts (China, Saudi Arabia, Egypt, India, Mexico).
- Drove and managed production of three major domestic projects in two years, from conceptualization to delivery, with constant monitoring and editorial review of production team output.
- Simultaneously managed production of numerous small- to mid-size development projects.
- Conceptualized and provided creative direction for interactive and animation/video design.
- Managed production staff (10 permanent and 15-25 freelance resources) across three sub-departments (art and animation, writing, audio production).
- Identified, assessed and hired multiple production resources (offshore companies and individual staff) in multiple specializations.
- Produced multiple aspects of all projects (writing, video editing, graphic design for print materials, audio engineering and editing, video compression, etc.).
- Created and implemented production schedules. Created production tracking methodologies. Created asset management and tracking systems.
- Managed image/footage research and licensing efforts. Negotiated agreements with external vendors.
- Liaisoned with internal departments, supporting interdepartmental/corporate production needs as necessary.

CINEMATEXAS, AUSTIN, TX.  
DIRECTOR — “GAMES WITHOUT BORDERS” FESTIVAL  
June, 2003 — September, 2003

- Developed first-time computer gaming-themed “mini festival” component for established film festival. Organized lectures, screenings, and demos. Designed and wrote marketing materials and press releases. Conducted marketing campaign.

THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS.  
RESEARCH ASSOCIATE — TELECOMMUNICATIONS & INFORMATION POLICY INSTITUTE  
RESEARCH ASSOCIATE — DIGITAL MEDIA COLLABORATORY  
September, 2001 — September, 2003

- Led comprehensive, nationwide research effort on telecommunications implementation and computer gaming. Developed research methodologies and generated large, published research reports.

TEACHING ASSISTANT — SCHOOL OF JOURNALISM

- Led lecture and laboratory instruction for Broadcast Journalism students in digital video editing and news production, primarily utilizing AVID and Final Cut Pro digital editing systems. Provided editorial assistance and creative direction on news stories.

CLEAR CHANNEL RADIO, AUSTIN, TEXAS.  
PROMOTIONS ASSOCIATE  
August, 2000 — October, 2001

- Provided promotions and public relations services for three medium-market radio stations.
- Trained junior promotions employees in live remote broadcasting and production.

BUSINESS TALK RADIO, COLORADO SPRINGS, COLORADO.  
PRODUCER — “BUSINESS DAY WITH JAY RITCHIE AND LEIGH RICHARDS”  
January, 2000 — August, 2000

- Produced syndicated live network radio program (distributed to over 200 stations nationwide with a daily audience of approximately 1.5 million). Identified and secured guests for on-air interviews and provided live radio production.

## additional experience

PRO ENGLISH, S.A., SAN JOSE, COSTA RICA.  
INSTRUCTOR — ENGLISH AS SECOND LANGUAGE

MUSIK INTERNATIONAL, BOULDER, COLORADO.  
RADIO MANAGER — MUSIC PROMOTIONS

KDUR-FM COMMUNITY RADIO, DURANGO, COLORADO  
NEWS DIRECTOR / DISK JOCKEY / MUSIC PROGRAMMER / PRODUCER

## education

UNIVERSITY OF TEXAS, AUSTIN, TEXAS.  
MASTER OF ARTS — RADIO-TELEVISION-FILM  
December, 2003

FORT LEWIS COLLEGE, DURANGO, COLORADO.  
BACHELOR OF ARTS, MAGNA CUM LAUDE — COMMUNICATIONS  
May, 1997