

Interactive design and technology specialist with four years Interactive agency experience in delivering award winning, high performing, relationship building strategic communication programs and marketing solutions with the analytics to prove results on time and budget.

experience

Venables, Bell & Partners, San Francisco

Interactive Producer- HBO, Orville Redenbacher, PG&E, Heavenly (March 2009- present)

- HBO's Comedyfetish.com Paid Media & Facebook Application
 - ⇒ Highest Performing Online Campaign for Agency in 2009
- Orville Redenbacher "Bringing Families Together" Paid Media, including Full Episode Player unit
- Orville Redenbacher Smart Pop Campaign *in production*
- PG&E WeCanDoThis.com
 - ⇒ Rich Media Creative Optimization
 - ⇒ Site Revisions, Creative Upgrades
 - ⇒ 2010 Planning and Strategy
 - ⇒ Partner with Chinese and Spanish Agencies
 - Mandarin and Cantonese landing pages
 - Spanish site w/ videos
- Heavenly Season Pass Online Campaign
- SFCC.org 2010
- User Experience, Interaction Optimization, Information Architecture

Training: Bay Area Video Coalition June-present

⇒ HTML/CSS

Good Ideas Salon & Youtube: Online Community Management

⇒ Panel: Esty, Flickr, YouTube, Digg Community Managers

Goodby, Silverstien & Partners, San Francisco

Interactive Producer- Sprint (October 2007- March 2009)

- Sprint.com/sendlove 2008 Valentine's Campaign with Isaac Hayes.
- Sprint Nascar 2008 rich media banners
 - ⇒ Burn and Brag- highest performing banners for all of Sprint in 2008.
- Social Networking, file manager and production of iframes into social networking pages for dynamic and immersive experiences beyond what can be hosted on Myspace or Facebook.
- Producer and Traffic Manager for Prime Time Integration- Full Episode Players/Branded Canvases, relationships with abc.com, cbs.com, nbc.com and Unicast
- Media Strategy for PTI for Fox 24, NBC Heroes and CBS Survivor within Network Media buys by Mindshare
- User Experience, Interaction Optimization, Information Architecture

Training: Bay Area Video Coalition September 2008-present

⇒ Flash 1 & 2

⇒ Flash Video, AS3

⇒ Action Script for Designers, AS2

⇒ After Effects 1 & 2

Google Analytics Conversion University Seminars, San Francisco Campus, July, September 2008

⇒ Guest: Avinash Kaushik, Analytics Evangelist, author of [Web Analytics: An Hour a Day](#)

⇒ Rich Media tracking

⇒ A/B testing optimization with Google Tools

Awards: Sprint.com/sendlove with Isaac Hayes Serenader, Cannes Lion Shortlist 2008, Interactive Viral Marketing

Kadium (now Euro RSCG San Francisco), **San Francisco**

Account Executive and Project Manager - Disney Mobile, Air Force, 2KSports
(May 2006-August 2006 employed)

- AE/PM for Disney Mobile rich media banners received the highest interaction rates Disney Interactive has seen to date. 40 seconds per unit w/ 3% conversion, 70% conversion on website
- Disney Mobile banner production (30k and Flash), rich emails, traffic for banners
- Dosomethingamazing.com Air Force, produced rich media banners
- New Business and Strategy research and market discovery for Executive Team

- *Social Network and Viral Marketing-* (May 2007- October 2007 Freelance)
- Svedka, blame.svedka.com viral marketing, celebrity blog seeding strategy and execution
- Torani.com, online community seeding
- Gloop.tv managed seeding team for 4 weeks

Training: Atlas Suite Training v. 5.4 (July 2006)

Awards: Air Force DoSomethingAmazing.com, 2007 Web Marketing Association's Best Military Rich Media campaign & 2006 Austin Addy's Silver and Bronze awards in the Interactive Media Category

Guerilla Public Relations, San Francisco

Production Manager, Online Marketing Manager

October 2005- May 2006, September 2006- September 2007

- Copywriter for online viral messaging for iFilm, CBS, Konami and Maxim
- Managed iFilm myspace page for one week prior to Super Bowl 2007 bringing in 8000 page views, 1200 comment placements, 3000 friend adds, all driving traffic to iFilm.com/SUPERBOWL
- Created and managed Napster Girl MySpace page, bringing in 18,000 views and over 3200 friends within 30 days
- Managed over 300 online ID's in Music, Gaming, Anime, TV, Film, Teen, Tech, Health, and Fashion
- Built and managed Direct-to-Influencer (DTI) seeding campaigns for Napster, leading to over 1.5 million impressions for Napster video ads in 2 weeks. Landed featured placement on iFilm, MSN.com and ManiaTV.com
- Managed 5 person DTI team for Current TV campaign. Researched and built contact list, increasing potential video placement by over 25%. Personally placed Current TV video content on over 20 websites in 2 weeks, exposing Current to millions of online viewers

Freelance

Brand Ambassador, Field Promotions (June 2003- Present)

- Vox Vodka Podcast Host for Bratskier & Co. PR August 2005- October 2005
- Oregon Chai Field Representative May 2004- August 2004
- Stila Cosmetics Field Manager for Buzztone Promotions November 2004- January 2005
- AOL for Broadband for Red Peg Promotions June 2004- August 2004
- Target for Big Orange Promotions January 2004
- Working Assets for Music Matters May 2003- September 2003

education

Bellevue College January 2003-March 2004

- 2-year Business Administration/University of Washington School of Business transfer program

Seattle Central Community College October 2000-2001

- Graphic Design & Liberal Arts
 - Illustrator and Photoshop Classes by Lead Adobe Illustrator Tech Advisor-Seattle Campus

Art Institute of Seattle January 1997-1999

- Music Business Program