

Career Profile

With a M.A. in Media Studies, and a broad spectrum of media implementation and small business management experience, I have the capacity to steward workflow and operations in web, video or photo with professionalism and attention to detail.

Technical Skills

Business Plan Pro, Contribute 3, Dreamweaver, Final Cut Pro, HTML, Microsoft Office [Mac & PC], Microsoft Project, Photoshop, MovableType, Pro Tools, Quickbooks, PowerPoint, Text Wrangler, Visio, WordPress, Zend, 35mm & Digital Photography & Video

Professional Experience

INTERACTIVE PRODUCER | SOLE PROPRIETOR

Fresh is Best Interactive | freshisbestinteractive.com

Mar 2006–Present

New York, NY and Boston, MA

Fresh is Best Interactive is a sole proprietorship that focuses on developing a digital presence and brand identity for the small business entrepreneur, non-profit or individual.

Selected list of Recent Clients:

- **Demetrius Spaneas Music** | dspaneas.com | migrated restructured content from HTML site to WordPress site
- **JP Inaugural Ball** | jpinaugural.com | Designed event tickets, flyer, poster and website
- **James Sherwin, Inc.** | produce training manual for Oceana Hotel in Santa Monica
- **Kleztraphobix** | kleztraphobix.com | CSS refinement of HTML template, restructure and edit content, design press release
- **Management Resources** | managementresources.biz | identity development including business cards, tradeshow materials, proposal documents, client presentations, CSS refinement of HTML website and business operations management
- **Mike Cohen Music** | mikecohenmusic.com | CSS refinement of HTML template, content development and editing, identity development including business cards, promotional postcard, press release
- **Milk & Honey Productions** | milkandhoneyproductions.com | web content development
- **MMN Communications** | mmncommunications.com | website build and content development
- **Randi Zinn Yoga** | randizinn.com | copy development, site structure, CSS refinement of HTML template
- **Setti Warren for Mayor** | settiwarren.com | update site content and structure and site map
- **Trishield Capital** | design proposal for hedge fund capital fundraising project
- **Year Course 20th Reunion Event** | yearcourse8788.com | blog implementation, full event production

INTERACTIVE PRODUCER | SUBCONTRACTOR

Garfield Group Interactive | garfieldgroup.com

Mar 2008–Apr 2008

Newton, MA

As an independent contractor I had been engaged to act as a Project Manager on behalf of Aquent Staffing

- Worked with the Project Management staff during a crunch period to implement specific deliverables

INTERACTIVE PRODUCER | SUBCONTRACTOR

ASD labs | asdlabs.com

Feb 2007–Feb 2008

New York, NY

This Interactive design agency specializes in strategic technology development for various types of companies ranging from the small non-profit to the large-scale medical information system company to the luxury resort.

- Define best practices policies and procedures resulting in increased revenues and improved project timeliness
- Assess business objectives, create deliverable estimates, proposals, project scope documents
- Traffic content for design of digital and print materials, create style-guides, coordinate directly with client to manage content development, create training documentation and train staff to use technology independently
- Supervise and manage staff resource hours for site builds including Flash development, HTML pages, WordPress Implementation, software application User Interface design, implementation of MYSQL database for subscriptions and build of XML shopping cart

Selected list of Recent Clients:

- **Emerson Resort & Spa** | emersonplace.com | Traffic content, manage staff resource hours, create style-guide
- **Legal Health** | legalhealth.org | maintain annual maintenance contract and implement content changes
- **National Dance Institute** | nationaldance.org | maintain annual maintenance contract and implement content changes
- **American Tap Dance Foundation** | atdf.org | Oversee build of WordPress/Flickr photo gallery that integrates with static site
- **Raw Digital TV** | rawdigital.tv | Evaluate client requirements and integrate five media properties using WordPress
- **Hoodman Clothing** | hoodman.tv | Assess business objectives including simple shopping cart, create deliverable estimate, supervise 3-week site build utilizing WordPress
- **Emergency Department Information Management** | edims.net | Supervise design of software application user interface as well as print & tradeshow materials
- **Emergency Department Solutions** | emaedsolutions.com | Supervise ground up site build and coordinate directly with client to manage content development and design of promotional materials. Oversee build of sophisticated online benchmarking tool

DIRECTOR, BUSINESS OPERATIONS | STAFF

Change for Kids | changeforkids.com

Aug 2003–Mar 2006

New York, NY

CFK improves educational opportunities for public elementary school children with arts and education programs.

- Manage addition of new web pages to pre-existing website for event marketing
- Prepare financial reports for quarterly Board of Directors (\$500K Budget) meetings
- Manage finances, donation tracking and analyze data for budget and expense forecasting

STUDIO MANAGER | STAFF

Gruber Photographers | gruberphotographers.com

Oct 1997–Nov 2002
New York, NY

This boutique photography studio specializes in high-profile weddings and special events.

- Supervise studio operations including: 5 full-time staff members and 20 subcontractors
- Produce 500 “one-time only” photo shoots from sales to contract through post-production including celebrity weddings of Catherine Zeta-Jones & Michael Douglas and Melissa Rivers & John Endicott
- Supervise production and content creation of GPI’s original HTML website
- Set-up payroll, best practice procedures, streamline client tracking resulting in 25% revenue increase

PROJECT MANAGER, CONSULTING | STAFF

Faith Popcorn’s Brain Reserve | faithpopcorn.com

Dec 1996–Oct 1997
New York, NY

This marketing and advertising agency uses trend tracking as a basis for strategic planning.

- Manage work flow and research schedule of 3 major clients, GE Capital, A-1 Steak Sauce & Camel Cigarettes
- Pre-interview and recruit industry experts for over 20 in-house focus groups
- Produce Ms. Popcorn’s promotional video for speaking engagements

Past Project Management, Media and Marketing Experience

PRODUCTION ASSISTANT	La Pulcina, “Love’s Fowl”	Video	1995–1996
SALES & MARKETING COORDINATOR	PolyGram Classics and Jazz	Music	1995–1996
PROP ASSISTANT	Take Two Interactive, “The Ripper”	Video	1995
SPECIAL EVENTS ASSOCIATE	92 nd Street Y	Special Events	1994–1995
PRODUCTION MANAGER	Showboat Productions, “The Extraordinary”	Television	1994
SPECIAL EVENTS COORDINATOR	World Cup USA 1994	Special Events	1992–1993

Collaborations and Associations

CREATOR/PRODUCER	Children’s Book Series (in production)	Print & Web	2004–Present
CHAIR OF SPECIAL EVENTS	Carol Hyatt Leadership Forum	Networking	2003–2005
VOLUNTEER MENTOR	WICA at Pace University	Mentoring	2003
ESSAY CONTEST AWARD WINNER	Mark Kostabi & Flash Art Magazine	Writing	1992
COORDINATOR	Bennington College Alumni Association	Networking	1991–2000

Education

M.A., MEDIA STUDIES AND FILM

New School University

May 2006
New York, NY

Areas of concentration | Media Economics, Interactive Design, Digital Video and Audio Production

Participation in a Master Class | with John Waters, Producer, Director and Writer

Graduate Assistantships in Production | Hirshon Film Festival and Mixed Messages student showcases

B.A., ANTHROPOLOGY

Bennington College

May 1992
Bennington, VT

Areas of concentration | Socio-cultural Anthropology, Modern Art History and International Political Science

Three Internships as an Archivist | The Getty Center for Art and the Humanities [Los Angeles]

Curator | Special exhibit, Gunnar Kaldewey Art Book Press [Bennington]

CERTIFICATE OF COMPLETION

Hadassah’s Year Course

May 1988
Jerusalem, Israel

Areas of concentration | Socio-cultural history of Israel

Internship | Press Assistant, Government Press Office [Jerusalem]

Additional Interests

Filmmaking, Photography, Scriptwriting, Summer Softball, Volunteerism