

OVERVIEW: *Digital/Integrated Producer skilled in managing projects from initial concepting to final delivery. My experience spans the digital arena - web implementations, marketing websites, mobile, social and app development.*

**HIGHLIGHTS:**

- Produced first generation UX and visual design of Apple's Genius Bar App
- Produced UX and redesign of Apple's Corporate website
- Ran digital launch of the Kardashian Kollection for Sears via Twitter, Facebook and web with ecommerce tie-in
- Ran Barclaycard's Launch of its first US credit card including TV, social and experiential airport takeovers
- Released Yahoo's Summer Movie experience that included tie-ins to social sweepstakes and ecommerce

**EXPERIENCE:**

- Freelance Integrated Sr./Exec Producer** [various agencies], San Francisco, CA & New York, NY 11/11-Present
- Led integrated production efforts for various social, mobile and web-marketing initiatives.  
*Clients: Toaster (Google), MRY (Johnson & Johnson- Neutrogena), Pereira & O'Dell (Yahoo!, Skype, F' real Foods) Tribal DDB (Clorox)*
- iris Inc [iris-worldwide.com], New York, NY,** 7/12-9/13  
Integrated Senior Producer
- Led integrated production efforts for various social, mobile and web-marketing initiatives.  
*Clients: Barclaycard, Reckitt Benckiser*
- The Barbarian Group [www.barbariangroup.com], San Francisco, CA** 5/11-11/11  
*Senior Producer*
- Led production effort of cross-functional teams for branding and launch of the new Kardashian Kollection for Sears.  
*Client: Sears*
- R/GA [www.rga.com], San Francisco, CA** 9/10-4/11  
*Senior Producer*
- Tracked and managed multi-phase project budgets and schedules over \$3MM+
  - Created presentations, proposals, SOWs and strategic documents for clients  
*Client: HP.com*
- Agency.com, San Francisco, CA** 2/08-9/10  
*Senior Producer*
- Led projects and client relationship management during the project life-cycle  
*Clients: AMC Theatres, Equinix, Apple, Inc., Seagate, Bio-Rad*
- MEA Digital [www.meadigital.com], San Diego, CA** 12/06-02/08  
*Senior Account Manager/Senior Project Manager*
- Responsible for growth of Oakley's online marketing tactics; including overall strategic marketing planning, research, execution and measurement of tactics. Tactics include SEO, SEM, Behavioral Targeting, Affiliate, Pay-Per-Call and Email marketing that delivered a combined 53% growth across all online initiatives by Q3
  - Streamlined Omega Institute's online registration process resulting in a 61% increase in registrations  
*Clients: Oakley Inc and the Omega Institute*
- EpicCycle Interactive [www.epiccycle.com], San Diego, CA** 4/06- 12/06  
*Product/Project Manager*
- Managed the product life-cycle for company's flagship CMS platform and multimedia player offering  
*Clients: Raiders.com, Panthers.com, Philadelphiaeagles.com and Maverickssurf.com*
- Marvell Semi, Inc [www.marvell.com], Del Mar, CA** 3/05- 12/05  
*Project Manager Asst/Peripheral Vendors Product Manager*
- Responsible for day-to-day relationship management of camera, memory and LCD vendors and presented new product concepts to potential customers in Japan and Korea
  - Created customer and internal presentations, market analysis/business research and business cases
  - Worked with internal teams to drive product requirements and feature sets for future release
- Kintera Inc. San Diego CA** 4/03-7/04  
*Project Manager*
- Freelance Consultant, San Diego CA** 5/01-3/03 & 7/04-3/05  
*Clients: KCET.org, Yahoo! Inc., Webby Awards, Qualcomm*
- Simmedia, Corte Madera, CA** 6/00-4/01  
*Producer and Information Designer*  
*Clients: Chase Credit Cards, Dummies.com*
- vivid Studios/ Modem Media [www.modemmedia.com], San Francisco, CA** 2/99 -5/00  
*Associate Producer*  
*Clients: OpenAuto.com, Startups.com, Red Herring.com & Edgewood Creek.com*

**EDUCATION:**

University of San Diego, B.A. English Literature