

BridgetteCSmith

Digital Production Developer



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SKILLS

Mastery of HTML and CSS

Mastery of CMS management
(Sitecore, Wordpress, Drupal)

Proficient in HTML5, CSS3,
Javascript, and JQuery

Proficient in email platforms
(Hubspot, Marketo), web
advertising systems, SEO and
meta data

Proficient in Intranet/eCommerce
management (Personify
eBusiness, Sharepoint)

Proficient in Adobe Creative Suite
(Photoshop, Illustrator,
Dreamweaver, AfterEffects,
Premiere)

Proficient in Project
Management, Partner
Management concepts, and
Budgeting concepts

Proficient in video platform
management (Brightcove),
shooting/editing, and video
encoding

Proficient in mobile application
responsive design, architecture
and implementation

Proficient in information
architecture, wireframe design,
workflows and UX

Knowledge of Git, GitHub,
GitBash, Visual Studio Code,
Slack,

Knowledge of social media, video
delivery, web writing and digital
marketing

Knowledge of digital reporting
systems, web traffic monitoring
and google analytics

Highly demonstrated management of multiple websites, intranets, eCommerce, content management systems, video publishing platforms, mobile apps, and other digital properties. Front-End Web design and coding skills, combined with technical knowledge and web analytic skills, all of which are used to support and implement a company's digital-related solutions.

PROFESSIONAL EXPERIENCE

Digital Production Manager

Institute of Food Technologists, Chicago, IL, August 2014 to Present

The Institute of Food Technologists is a nonprofit scientific society with 20,000 individual members working in food science, food technology, and related professions in industry, academia, and government.

- Manage and deputy pre-to-post production of new eCommerce site (Personify). Provide continual recommendations that represent the end user
- Production lead for IFT's Mobile App. Responsible for IFT event app content management and publishing. Create and implement social engagement and gamification strategy
- Lead and develop a team of seven responsible for keeping IFT's smart goals on track
- Lead a cultural group under human resources to increase employee engagement and satisfaction.
- Foster and implement new annual event website. Create dashboards and new conversion goals
- Produce and manage an influential WordPress blog called futurefood2050.com. Facilitate with external and internal partners on bringing interviews and crucial news to the front-end experience
- Cooperate with component relations manager and digital director in online learning platforms for a global online meeting with over 200 attendees
- Responsible for making recommendations for digital process improvements for efficient output and adherence to best practices
- Triage, prioritize and schedule digital requests. Provide rapid response to requests with follow-up questions or estimated time for delivery
- Responsible for staff outreach and training of digital skills such as HTML, Photoshop, SEO/SEM and metadata best practices, and writing for the web

Knowledge of integrated marketing, web revenue streams and digital product development

Experience with Personify, Coveo, JIRA, and Basecamp

Ability to work with several operating systems including Windows, Mac OSX, (Mobile) Ipad and Android

HIGHLIGHTS

Promotion to Digital Production Manager

Team Leadership/Project Management

Created a mobile app game strategy that increased mobile app engagement and on-site foot traffic

Digital media leadership for eCommerce upgrade

Google Analytic Certification

EDUCATION

Coding Bootcamp,
Northwestern University,
Chicago, IL

Masters of Education,
Instructional Leadership
University of Illinois at Chicago,
Chicago, IL

Bachelor of Science, Digital
Media
Drexel University,
Philadelphia, PA

- Responsible for making recommendations for digital process improvements for efficient output and adherence to best practices
- Convert/encode video and audio files upon request and in the absence of digital video manager
- Manage administration of Brightcove platform to web. Responsible for platform troubleshooting, gallery improvements, players and video upload
- Familiarize with information architecture, wireframe design, workflows and UX
- Conduct cross-browser and multi device testing as part of digital production cycle

Associate Digital Producer

Pearson Inc, Glenview, IL, March 2014 to August 2014

Pearson Inc, a leading learning company provided educational materials, technologies, assessments to teachers and students worldwide.

- Developed and managed program content for more than 1000 scholastic digital books
- Performed and reviewed the quality and assurance over and above 500 digital eReaders for launch of Pearson's educational website geared toward educators
- Collaborated with creative and literacy teams to determine how content is organized and presented
- Triageed and tracked digital eReaders using JIRA to deliver effective organization of issues

Associate Producer

UBM Studios, Chicago, IL, December 2010 to March 2014

UBM Studios, a UBM company delivered next-generation virtual events offering digital tradeshow, events, digital libraries, annual meetings, career fairs, trainings and more. UBM Studios engaged audiences from healthcare, finance, insurance organizations while creating products that fit specific budgets.

- Prepared creative briefs that outlined details and goals of production process
- Led, planned, communicated and facilitated the definition of over 80 projects scopes, goals, and deliverables to both client and internal departments
- Managed and tracked project budgets, timelines, and deliverables
- Coordinated the work of various departments including but not limited to finance, marketing, creative and production
- Partnered with key stakeholders to ensure projects remain constantly monitored; reported on project including hours, expenses and budget burn
- Analyzed and interpreted data of reports detailing project success, client and team satisfaction, and project metrics
- Utilized new media technologies expanding the company's digital capabilities in mobile apps and social media
- Fostered the transition of new employees to interpret the mechanics of event production to increased team leadership