

Multimedia Architect Multimedia Architect Multimedia Architect Aldan, PA Work Experience

Multimedia Architect Swing City Recording Enterprises - Clifton Heights, PA 2017 to 2018 Directed and Produced Company Documentary. Catalogued Music & Corporate Video files. Trained and manage video production teams. Built current Web Portal using HTML5 & CSS3 on a WordPress Platform. Designed and developed email & social media marketing campaigns using Benchmark & Constant Contact. Generated & presented reports to senior management and department directors. Presented analytics on the success, strengths and weaknesses of a various campaigns.

Daily content and social media updates to various platforms. Multimedia Engineer American Law Institute - Philadelphia, PA 2016 to 2017 Storyboard, shoot and edit video law programs to be used as continued educational learning. Write, Produce and edit eLearning continuing education on Demand Videos for attorneys. Produce video content using robotics camera(s) and the Tricaster 40 & 800. Produced Social Media Marketing Materials, tracked SMM Campaigns Stream, monitor, record and troubleshoot live legal conferences around the country. Monitor and editor legal audio conferences using audition software. Upload edited content for on demand services.

Multimedia Architect/Content Editor NL Vaden, LLC - Aston, PA 2012 to 2016 Trainer in a variety of technologies to include; Adobe CC, Video Editing, Product Photography, SEO and Analytics. Write, Direct, Produce and Edit eLearning content for various clients. Social Media Marketing Campaign Director/Marketer Produce/Director HD videos for micro-website clients. Adobe Connect Meeting Manager Create and edit content for B2B client campaigns. Produced/Directed and edited Green Screen Microsite videos. Technical Director/Assistant Producer of weekly TV Show. Design & Develop websites using WordPress Senior Front End Developer Vanguard - Malvern, PA 2011 to 2012 Serve as a Front End Developer for the FAS Web Portal migration. UI/UX Development of Teamsite work flow Provide support for FAS using Teamsite and Team track, and daily updates using CMS workflow. Trainer for FAS updates on Portal Project. Senior Front End Developer DuPont - Wilmington, DE 2010 to 2011 Designed and administered dynamic web pages/sites using Interwoven Team Site database. Managed Google analytics; tracking strategies, intelligence alerts, refinement reports, custom dashboards. Omniture Site Catalyst;

analytics tracking and code placement for external DuPont websites. Senior Webmaster IBM - Philadelphia, PA 2008 to 2010 Designed and administered interactive websites using ECM database in 36 different languages. Produced and edited video for web marketing and in-house training. Education Audio Engineering American Law Institute - Philadelphia, PA 2016 Delaware County Community College - Media, PA 2013 Database Design Bucks County Community College - Newtown, PA 2007 Wharton School of Business - Philadelphia, PA 2002 Skills MARKETING (8 years), HTML5 (1 year), TEAMSITE (1 year), WORDPRESS (5 years), ENGINEER (1 year), Video Production, Premiere Additional Information AREAS OF EXPERTISE PROJECT MANAGEMENT - Identifies and assess opportunities, schedules the project in logical steps and budgets time required to meet deadlines. Consistently recognized for completing projects on time and within budget. TECHNOLOGY TRAINER - Identifies and assess opportunities, schedules the project in logical steps and budgets time required to meet deadlines. Consistently recognized for completing projects on time and within budget. EFFECTIVE COMMUNICATIONS SKILLS - Excellent interpersonal/communication skills. Interacted with all levels from executives and administration personnel to customers and staff, covering all ends of the spectrum. KEEN SENSE OF RESPONSIBILITY - Solid professional standards; excellent track record of dependability. Maintain focus on achieving results while implementing business solutions to meet a diversity of needs. INNOVATIVE CREATIVITY - Consistently employ technological solutions to increase efficiency while using time productively to track progress and meet goals. CLIENT RELATIONSHIP MANAGEMENT - Consistently demonstrate responsiveness, strong customer focus, and ability to build good customer relationships. COMPUTER SKILLS - Knowledgeable of computer programs to include Adobe Creative Suite, Adobe Connect, Premier Pro, JavaScript, PHP, Teamsite, E-Commerce Solutions, WordPress, Drupal, Joomla, Search Engine Optimization, eLearning Design and Development, SEM, W3C, HTML5 and Google Analytics, Social Media Marketing Master. TELEVISION PRODUCER/DIRECTOR - Knowledgeable of all phases of Television Production to include; Program Rundown development, Directing, Technical Directing (TD), Character Generator (CG) Director, Floor Manager, Audio Engineer, Camera Operator,

Editor, Still Photography. VIDEO PRODUCTION/EDITING - Pre-Production storyboarding, Production Lighting, audio, full HD camera operation Post production color correction, Tricaster, Adobe Premiere, After Effects, Audition, Media Encoder.

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