Brian Nobile

Media Producer & Platform Specialist
bnobile@gmail.com
917.554.1444
www.linkedin.com/in/briannobile
https://github.com/bmacmill
Jersey City, NJ

Digital Media | edTech | Platform Expertise | Front End Development

Accomplished, detail-oriented professional with extensive experience overseeing production of diverse digital media products in an unstructured and fast-paced technical environment. Proven in-depth knowledge of company platforms. Skilled in quality assurance, troubleshooting, and streamlining workflows to enhance platform usability and user experience. Effective communicator and collaborator with non-technical stakeholders, adept at training and supporting peers in adoption of new tools and processes. Front end coding skills in HTML, CSS, JavaScript, React, SQL, Git, and GitHub.

- ♦ Digital Media Production
- ♦ Platform Expertise
- ♦ Quality Assurance
- ♦ Content Management
- ♦ Workflow Optimization
- ♦ Vendor Management
- ♦ Training & Support
- ♦ Programming & Coding
- ♦ CI / CD Processes
- ♦ Process Improvement
- ♦ Strong Communicator
- ♦ Continuous Learning

Technical Expertise: HTML | CSS | JavaScript | React | Git & GitHub | SQL/MySQL | Command Line | Google Suite | MS Office | Smartsheet | Confluence | Jira | Zendesk |

Professional Experience

Senior Digital Media Producer | Macmillan Learning, NYC   2019 – 2024
Lead production of diverse media products, including e-books, videos, websites, and interactive learning platforms, managing complete development cycle from scheduling to site roll-out. Coordinated content resources, managed site development, and conducted quality assurance and bug fixes. Front line of support for legacy products. Assisted in creation and revision of

media production team documentation, supported team adoption of new tools, and offered direct tech support, impacting user experience across digital platforms.

● Managed development and release of high profile suite of digital products that exceeded sales expectations and shipped on-time to meet objectives, including company's first Australia/New Zealand digital titles (Stevenson/Wolfers $1M+ in sales), and titles for market leading author (Krugman $2.4M in sales)
● Partnered in transition of legacy products to flagship platform: leading to timely release of company's high-test selling High School title (~$3.5M in sales)
● Lead transition of legacy product to new platform: leading to timely release of company's best selling High School title (~$3.5M in sales)
● Personally remediated bug fixes and content enhancements utilizing HTML / CSS / Javascript / Bootstrap skills, resulting in shipping date stability, cutting down dependency on external vendors, and reducing reduced vendor expenses by ~75%
● Used Apps Script JavaScript platform in the creation of custom tools to automate and streamline repetitive Google Documents and Google Sheets tasks
● Improved project momentum by initiating scrum-style continuous QA processes, allowing for constant progress and early detection of errors, contributing to more timely project completions, reducing QA cost by ~33%
● Collaborated with sales team members to ensure mastery of new product/platform designs and features to aid in driving adoptions

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● Selected for Internal Technology Career 'Gig' where I shadowed Engineering and Technology Team for two-week sprint cycle from planning to retrospective
● Created detailed process improvements/workflows empowering employees to be more self-sufficient and less reliant on external vendors
● Worked with multiple teams from different technical backgrounds across multiple offices and time zones as a team player and technical advisor
● Regularly performed multiple rounds of media evaluations in-house keeping production schedules on track while saving ~10K a year, and reducing turnaround times

Product Specialist | Macmillan Learning, NYC   2018 – 2019
Served as initial help desk support for team members, facilitating use of assessment building tools. Documented processes, workflows, best practices, and improvements, streamlining Quality Assurance process to expedite bug resolution and enhance user experience.
● Instrumental in leading transition to internal control of assessment production from external vendors saving company $100K+/year and ensuring in house production continuity
● Established as first contact for technical support, resolving multiple queries related to assessment tools, enhancing team productivity and software usability
● Developed and implemented streamlined Quality Assurance protocol that drastically reduced bug resolution times

● Used SQL in MySQL to retrieve data to quickly assist sales team and external customers with issues
● Collaborated with software engineer to develop in-house Python app to create assessment single-source-of truth-file-creator leading to faster/cheaper production of assessment materials

Technical Writer | Headway Workforce Solutions - Freelance, NYC Area 2017 – 2018
Created, edited, and maintained support materials for company knowledge base, assisting in development of content for new digital tools. Translated complex terminologies and processes into user-friendly documentation, enhancing accessibility of support resources for diverse audiences.
● Authored various detailed support documents and guides, reducing recurrent user queries, freeing up resources for other critical tasks
● Played key role in rollout of new digital tool platform, producing comprehensive tutorials and guides that increased user adoption rates

Story Producer / Video Editor | Freelance, NYC   2017 – 2020

Assistant editor using 3 different video editing platforms, strong sense of narrative structure, contributing writer on tv pilot, script consultant, created/developed pitches for reality programming, created/pitched 30 minute spec comedy pilot script, strong research and writing skills.

Education
Bachelor of Arts in US History, University at Albany - Albany, NY
School of Visual Arts: technical writing, copyediting, creative writing
Manhattan Edit Workshop: video editing, screenwriting
General Assembly: html/css
Scrimba/MDN Front End Developer Bootcamp: html/css/javascript/react/git/github/sql