

CHARLES GIARDINA

CONTACT

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EDUCATION

Middlebury College '12
BA: Theatre and Economics

Phi Beta Kappa, *summa cum laude*
GPA - 3.88

Dev Bootcamp
Anticipated Graduation:
February 2015

OBJECTIVE

I am a junior web developer seeking a position at a leading tech company where I can use technology to redefine what is possible.

As an ebullient team player, I understand that leadership is a quality inside every member of a successful team. I know communication is at the heart of innovation.

I am the person you can rely on. I am the person you want to work with. I am the person with vision. I am the person who can get the job done.

LANGUAGES

Spanish (4 years), Italian (2 years)

TECH SKILLS

Ruby, JavaScript, SQL, HTML, CSS
Photoshop, InDesign

WORK EXPERIENCE

Content Ambassador

Jan '14 - Aug '14

Reelhouse Media

Developed and managed a new Science and Space project that utilized the platform's unique features and DTC strategy to offer a way of viewing content online unlike that of our competitors to attract new users.

Based on feedback from project, consulted with Business Development and Product Team to develop new features that improve both internal and external site discoverability and utility.

Achieved a response rate of over 60% from "cold calling" clients (about twice the company average), as well as a high conversion rate.

Associate Producer, Executive Assistant

Aug '12 - Apr '14

Hello Entertainment

Developed a revised business strategy, based on market analysis as well the company's past performance and P&L. Pursuing these realigned goals resulted in an increase in annual revenue, by diversifying our project portfolio into digital ventures, redistributing resources to more lucrative touring productions, utilizing existing project assets to create new revenue streams, and implementing a risk averse investment strategy.

Provided productive management support for numerous concurrent theatrical projects, by streamlining communication, providing organizational stability, managing human resources, and overseeing project schedules.

Marketing & General Management Associate

Dec '12 - Apr '14

WestVision Productions

Developed marketing packages for theatrical tours (most recent: Mrs. Independent), which included designing email blasts for 100K+ recipients, distribution of 10K flyers, creating social media campaigns, planning marketing events, and running targeted group sales campaigns.

Assistant General Manager

Nov '12 - Jul '13, closing

National Tour: *Hinton Battle's Love Lies*

Collaborated with the General Manager on this Hello Entertainment Project to build production vision, schedule, budget, and team.

Oversaw and coordinated the work of over thirty team members, specializing in communicating between artistic, business, and technical groups to foster productive and efficient collaboration. Became adept at recognizing problems before they metastasized and finding innovative solutions.

Finance and Business Affairs Manager: Managed the budget (over \$1.1 million), completed payroll, oversaw box office settlements, and audited the show's financial records after closing.

Production and General Management Intern

May '10 - Aug '10

Ensemble Studio Theatre

Managed a team of interns to create a database of members for the website. Used Google Analytics and experience from this project to guide the redesign of the site to increase revenue, improve visit duration, and direct viewers to income-generating content. Website saw a 20% increase in hits within one month of redesign and a 15% increase in time spent on site.