

The Out-of-Door Academy , <i>current</i> <i>Musical Director; Chorus; Advanced Placement (AP) Theory</i>	Sarasota, FL
Venice Theater , <i>current</i> <i>Musical Director: Pinkerton Theater and Mainstage</i>	Venice, FL
Sarasota Music Conservatory (SMC) , <i>current</i> <i>Piano Faculty</i>	Sarasota, FL

CAREER HIGHLIGHTS

McGraw-Hill Education, 2013–2015 - *remote* **New York City**
Senior Academic Designer, Product Development Group: K-12 Music

Combining expertise of digital music product design and K-12 music pedagogy, developed content for new *iMusic Studio* product released in 2016. <http://www.mheducation.com/prek-12/explore/music-studio/spotlight-on-music>

- Content development to stimulate independent and small group investigation of relevant musical topics, emphasizing a range of interactive resources utilizing a variety of creative responses.
- Authored and edited both teacher- and student-facing lessons to teach key concepts of theory and history.
- Designed storyboard and wireframe prototypes for music concepts including interactivity instructions and audio maps necessary to sync movement with animation.
- Managed delivery of multiple assets to development team and provided functionality testing on final platform.

Pearson Education / Alfred Music, 2011–2013 - *remote* **Boston, MA**
Interactive Digital Music Product Development Editor

Content developer for interactive music education product from proof-of-concept through deployment. <http://www.pearsonschool.com/index.cfm?locator=PS2r4m&PMDbProgramId=149981&sampleId=18061>

- With vendor team, developed Proof-of-Concept for Pearson's digitally-delivered interactive music product; provided quality control and testing for digital assets' functionality; edited content to ensure assets adherence to music pedagogy.
- Life-cycle management of product assets, from concept through design, production, ingestion, and QA of assets after deployment and delivery to customer.
- Managed author team and coordinated with creative team and external stakeholders to design, develop, and create assets.
- Supervised supply of sample design layouts and storyboard interactivity to programmers for implementation.
- Developed meta-data content, including keywords, topics and descriptions for ingestion of assets into Pearson's Online Learning Exchange [OLE], a digital platform delivery system.

Medialynx Design Group, Inc., 1997–2011 **NYC • Sarasota • Chennai, India**
Founder & Creative Director, an INC 500 "Fastest Growing Company 2008"

Led company to 650% revenue growth over 4-year period. Company provided comprehensive publishing services—design, illustration/art management, digital media, production/prepress—to niche educational publishing market. Grew from company of two in 1997 to more than 120 employees in the US and India.

- Opened business unit in India to meet clients' cost-reduction initiatives, providing savings of 65% to clients. Strategies for successful offshore expansion:
 - > moved to India to gain better understanding of cultural differences between U.S. and Indian business units—critical to product quality and clients' confidence levels.

- > retained status as preferred vendor (1 of 10) for major educational publisher during the course of offshore expansion and extreme downsizing of US vendor-pool; niche market was pushed offshore entirely in 2010.
- > Led multifunctional project teams, successfully merging functional diversity (ranging from creative to technical) and global diversity (Indian and American personnel) into a cooperative, cohesive and highly productive company team.
- > Cross-trained staff across teams and departments to facilitate and streamline workflow, which in turn increased profitability 35% for fixed-rate projects due to consolidation of skill sets.
- Fostered planning initiatives and strategies to address developing market-demands of US publishers.
 - > implemented xml workflow for custom publishing requirements by multiple state educational agencies, allowing use of single source content exported into multiple design requirements.
 - > wrote best-practices guidelines for offshore vendor partners—specific to each product line— in order to guarantee quality product standards for publishing clients, minimizing the need for U.S. quality control of deliverables.
- Leveraged offshore partners to maximize operational productivity and efficiency, reducing overhead costs up to 35%. Methods and strategies for implementing and maintaining partnerships included:
 - > travel to Mumbai, Delhi, and Chennai to assess and train vendors, streamline offshore production, and establish and maintain production consistency.
- Developed client list to include Houghton-Mifflin Harcourt, McGraw-Hill, Pearson Education, Oxford/Sadlier, Voyager Learning, Church Publishing Group, REA (Research and Education Association), Adventure House (Cambridge University Press), Bob Jones University, Universal Edition-Vienna, Hal Leonard.

PROFESSIONAL MUSIC PERFORMANCE Highlights

- New York City Opera National Company (3 yrs)
- Broadway Theater (NYC): *Phantom of the Opera*, *The Secret Garden*, *Beauty and the Beast*, *Scarlet Pimpernel*
- American Symphony Orchestra (NYC)
- National Orchestral Association [NOA] (NYC: *clar.*) *Carnegie Hall performances / Recordings on CRI*
- International Tour 1-year S.E. Asia: Singapore/HK *Phantom of the Opera*
- Manhattan School of Music Faculty/Coach: East/West International Music Festival, (Germany)
- Jingles / Commercial Recordings (NYC) *various, including Celine Dion, Smithsonian Sound Tracks, Broadway demos, TV commercials . . .*
- Manhattan Chamber Orchestra (*principal clar., 10 yrs*) *regular performances at Carnegie Hall; 30+ recordings: KOCH International, Helicon, VOX, Newport Classic*
 - Grammy-nominated chamber music album
 - London Billboard Chart: #1 in Contemporary Classical
 - *TIME* Magazine “Pick of 1995”
 - National Association of Independent Record Distributors [NAIRD] “Indie Award”
 - Lincoln Center Arts-Project Award: performance in Alice Tully Hall
- Contemporary Performance Art (NYC: *CBGBs, Knitting Factory, Threadwaxing Space*)

VOLUNTEER History

Temple Beth Sholom Schools, Volunteer of the Year 2014

- Celebration Gala, Marketing and Graphic Design, 2012, 2013, 2014

EDUCATION History

Columbia University, Post-graduate studies in Business & Composition

- Winner: Columbia University Composition Award

Manhattan School of Music, M.M., Performance

University of WI-Madison, B.M., Performance

- 4-year full merit-scholarship