*J*ames *P. F*reeley
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103-01 Puritan Ave
Forest Hills, New York 11375
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Experience:

PS101Q's Parents' Association Inc - 501c3　　　　　　　　　　　**7/2014 - Present**

| Co-President (Volunteer) | Forest Hills, NY | 7/2015 - Present |
| Co-Secretary (Volunteer) | Forest Hills, NY | 7/2014 - 7/2015 |

- Responsible for all things tech at the Parent's Association (PA) - Administrator of Google Apps for Non-Profits
- Attend and/or Preside over weekly and monthly meetings with various stakeholders including administration, parents, vendors
- Manage and provide customer service for the school's $250,000 After School Program which includes nearly 600 program seats
- Identify programming needs for the After School Program and facilitate bringing various offerings on-premise.
- Plan, propose and maintain fiduciary oversight of $350,000 PA budget.
- Assure that the duties of Treasurer, Secretary, Communications is fulfilled and maintained
- Present proposals and ideas in a succinct, considered and respectful manner
- Negotiate compromises between various parties as necessary
- Develop best practices for various tasks and procedures
- Manage expenses responsibly to maximize school giving opportunities
- Developed, customized, deployed and maintain Wordpress website: http://pa101.org
- Co-Chaired Annual Holiday Giving Campaign which raised nearly $30K in direct and employer matched giving. Marketing, payment processing, reconciliation, matching gifts

YPG Media, LLC/BlueBlastMedia - Owner　　　　　　　　　2/2005 - Present

Contracted with National Media Services, Inc.　　**Suffolk County, NY**　　**6/2006 - Present**

Start-Up Company Strategist	*Sales Relationship Manager*	*Technical Liaison*
Product Developer	*Systems Developer*	*Operations Lead*
Field Manager	*Build-Out Coordinator*	*Sourcing Manager*

- **Wore holes through several hats over the years.**
- What began as a 2 person start-up (has grown into a nationally recognized Out of Home, Experiential, Event Company http://nmsooh.com specialized in *Building Projections*
- Managed many large scale projects in locations such as Grand Central Station, SxSW Austin, TX, Washington, DC, Los Angeles, CA, Boston, MA, NYC, NY.
- Notable projects include: *Adidas, RedBull, Kleenex, Panama City Beach Tourism, Sprint, Microsoft, H&M, Peroni*, and dozens of other globally and nationally recognized brands.
- Identified and Implemented back-end systems for asset management
- Maintain Synology NAS storage device for central redundant company systems
- Created various workflows for delivery of Photo and Video assets from the field to the editorial staff for client delivery
- Innovated several never before executed projects including real-time Twitter, SMS, Instagram integrations.
- Established workflows for field staff hiring, accounting and payments
- Initiated protocols for building projections including budgeting, playback systems, equipment requirements, staffing
- Utilized Google SketchUp (now Trimble) to diagram project floorplans, site installations, mock-up renderings.
- Assisted with Web Site design and development
- Familiar and comfortable with **Adobe CS6** Suite including Premiere, Photoshop, AfterEffects
- Familiar and comfortable with **Microsoft Office Suite** including Excel and Powerpoint
- Familiar and comfortable with **Google Apps for Business** including Google Sheets
- Maintain various in-house equipment from Honda generators to field deployed laptops.

BlueBlastMedia - Self   **New York, NY**   **6/2006 - 10/2007**
Start-up company initiative
- Developed Bluetooth Advertising hardware and software for Mobile Phone Marketing
- Secured installation contracts with Nightlife locations throughout NYC
- Deployed and Maintained Bluetooth marketing hardware in over 50 locations
- Sold digital Bluetooth media space to agencies upon our digital nightlife network
- Developed system and method for outdoor deployment of "AudioSpotlights" in national locations. Notably for *Target Stores* activations.
- Partnered with various Billboard vendors for deployment of AudioSpotlights. Notably *A&E's Paranormal State*.
- Developed solar assisted, motion triggered audio hardware for installation at wild posting sites throughout NYC.
- Serviced several motion triggered audio campaigns. Notably *Animal Planet, Mariah Carey Fragrances, USA Networks, Target Stores*.

Contracted with MassiveMedia, Inc   **New York, NY**
Special Projects Manager   **2/2005 - 6/2006**
- Identified national locations for various Out of Home Media activations. Notably *Lexus IS* Holographic installations.
- Negotiated with landlords and building management companies to secure use of their properties for various events.
- Advised on technical aspects of various projects including engineering and build-out elements.
- Developed back-office protocols for project management including identification and customization of 3rd party tools.
- Implemented methods and systems to catalog and secure proprietary image database of thousands of photos.

Lab21, Inc.   **New York, NY**
Director of IT   **1/2001-11/2004**
Director of Sales   **11/2004-2/2005**
Primary responsibilities: Developed and maintained complete sales interface and backend fulfillment systems utilizing a web interface in PHP and MySQL. Developed monitoring tools to assist in identification of system problems, reporting tools to assist in ongoing sales efforts, email alerts both internal and external, e-commerce functionality. Developed systems for determining customer specific needs based on user input. Developed and maintained web-based voicemail system. Managed customer service department. Managed relationships with vendors. Aside from programming tasks, was instrumental in many marketing efforts including customer follow-ups, affiliate program design and implementation. Was considered a "key-person" within the organization. Trained and managed a programming team and a sales team. Researched and implemented web-based email software, groupware software, project management software, CRM software. Handled internal email accounts, system backups, data-integrity issues.

MIS Developer
AdverDrive Inc.   **New York, NY**   **12/99-1/2001**
Began my own consulting firm to pursue my interests in Web Development and web technologies. Developed client base, hired assistants, formed partnerships with other firms. Most recently developed a site for use in the Snow-Skiing Industry ([www.skiTRAILinfo.com)](www.skiTRAILinfo.com). This site utilizes many of my skills including DB programming, PHP, PERL, JavaScript scripting, and HTML. Additionally, because this is an AdverDrive product and project, it has helped me to develop my skills in sales, marketing, advertising and the entire cycle from seed to sale.

MIS Developer
OptiMark Technologies Inc.   **Jersey City, NJ**   **4/97-12/99**
Originally brought in for web development as the 35th OTI employee. Quickly sidetracked to my roots in problem tracking and help desk applications. Eventually moved into a role as MIS Developer as our MIS department grew out of my initial work with Scopus MIS application. Responsible for SQL programming, Crystal Report creation, Excel VB scripting, all aspects of report automation and distribution from schedule maintenance to hardware operations tasks. Occasionally called upon to troubleshoot or develop a web app.

Webteam Manager
MarketVision Inc./   **New York, NY**   **8/95-4/97**
Bridge Information Systems
Initiated and managed web development department. Worked with large financial institutions in developing customized web applications. The highlight project was a fully customized site for State Street Bank which utilized SybPerl, Java, JavaScript, HTTPS, Sybase and real-time data feeds. Responsible for new technologies, development schedules, implementation, troubleshooting. Often traveled to Boston to meet with Client and to discuss direction and strategy. Managed 2 developers. Also maintained MarketVision's home site but there was nothing exciting involved.

Help Desk Analyst
MarketVision Inc.   **New York, NY**   **6/94-8/95**
Worked on a telephone support help desk dealing directly with floor traders utilizing the MarketVision real-time Financial Data feeds and integration tools. Began experimentation with WWW technologies and learned PERL. Created web-based tools to assist in help desk operations including problem reporting/tracking. Created inter-departmental web applications for request approvals and authorizations. Created web based status boards for systems.

Education:

B.S. Wildlife Biology	**Cornell University**	Ithaca, NY	1993
M.S Computer Science	**Pace University**	New York, NY	1997

Overall:
I am a very intelligent individual with the ability to adapt and learn in any situation. I have picked up many different skills over the years. I am comfortable being thrown into a situation and working through it to completion. I am very hands on and focused but also work well as a team member. I get enjoyment from attaining both personal and group goals and take the time to celebrate notable achievements.

Hard Skills: (Expertise on scale from 1-10) - for Posterity - Last updated of 2005

ASP (7)	C++ (3)	WinNT (7)	PERL (8)	Excel (8)	MS Office (7)
HTML (9)	JavaScript (8)	PHP (8)	SQL (7)	Unix (8)	PostScript (4)
Image Tools (6)	Win95 (7)	MSIE (8)	Netscape (8)	Java (4)	Networking (5)