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**Header**

Out Of Home Media Expert | Building Projection | IT Specialist | Emerging Technologist

Summary

JP possesses over 20 years of experience implementing innovative, effective and technology based marketing campaigns. With specific expertise in out-of-home media, JP brings a passion for emerging technologies to every client. He is knowledgeable across multiple disciplines from consumer to business facing software and infrastructure. His speciality is cultivating technology based, emergent marketing concepts and making them a reality.

He is an inquisitive, critical thinker. Prior to embarking on implementation and execution, he will analyze and assess the challenge from multiple angles. His creativity allows him to implement efficient, cost effective and scalable solutions. Entrepreneurial by nature, JP is not afraid to get his hands dirty to accomplish a project’s strategic goals.

Software/Infrastructure Expertise: Resolume Arena 5, SketchUp CAD, Linux, mySQL, PHP, Synology NAS, Wordpress, Google Apps for Business & Non-Profits, Google SketchUp, Adobe CS6 Suite including Premiere, Photoshop and AfterEffects, Microsoft Office, Network Administration, Data Visualization, Python

BlueBlast Media/YPG

* Combine these firms like on resume or remove one.
* Add month to start date.

Grew a two person start-up company into a nationally recognized, Out of Home Media company. Managed large scale projects across the United States at well known venues and events such as Grand Central Station and SxSW Austin. Notable clients include Adidas, RedBull, Kleenex, Panama City Beach Tourism, Sprint, Microsoft, H&M, Peroni, and dozens of other global brands.

Responsibilities range from project management to client service, IT infrastructure, business strategy, operations and more. Initiated protocols for building projection projects including budgeting, playback systems, equipment requirements and staffing while utilizing Google SketchUp (now Trimble) to diagram project floor plans, site installations, mockups and renderings. Maintain Synology NAS storage device for central redundant company systems and created various workflows for delivery of photo and video assets from the field to the editorial staff for client delivery. Innovated several unique, ground breaking projects which included real time Twitter, SMS, and Instagram integrations. Maintain the company’s physical infrastructure from Honda generators to field deployed laptops. A well known jack of all trades.

**MassiveMedia**

* I might just say “Consultant” or “Special Projects”

Consultant on all technical aspects of projects including planning, logistics, implementation, engineering and buildout. Identified national locations for Out of Home Media events and secured use of properties. Achieved 125% profitability for the Lexus IS Holograhpic project through identification of location and effective negotiation of terms of use. Identified suitable high-visibility locations and negotiated deals for graffiti mural walls, a new media vehicle for the company worth $65k in gross revenue. Secured billboards and wallscapes throughout New York City, including 12 first-time mural walls which expanded existing wallscape inventory by 30%. Planned, budgeted and analyzed feasibility for several large scale RFPs worth over $500k. Developed back office protocols for project management including identification, customization and implementation of vendor systems. Created processes and implemented systems to establish, catalog and secure a proprietary image database.

Key projects included Lexus IS (Zenith), ABC Invasion (OMG), Travelocity (McKinney-Silver), EA Sims (Weiden & Kennedy), Adidas (Carat), AMP’d Mobile (Outdoor Vision), Scion, Bodies Revealed, and Verizon FIOS.

**Lab 21**

* I would use what is on your resume.

For anything before Lab 21, just state role, dates and company.