

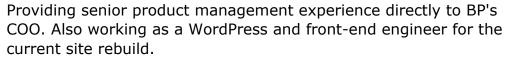
Work Experience

CURRENT



DIGITAL CONSULTANT

Baseball Prospectus



2016



SR. PRODUCT MANAGER

Vox Media Inc

PM for *Hymnal*, a platform for creating and managing custom ad campaigns. Also worked with page (speed) performance team to improve the user experience + performance of display ad products. Presented, in February, at DCN Next:Summit (Miami) to industry senior executives about the rise of ad blocking and what it means to prioritize the overall user experience. Read a summary of that conference appearance at digitalcontentnext.org.

2015



DIRECTOR OF PRODUCT & ENGINEERING

The New Republic

Product lead and engineering manager for almost three years, I helped drive this 100-year-old magazine's transition into a modern web publishing company. Highlights of projects built and/or produced:

- Two major redesigns + Drupal rewrites
- Significant web performance & UX improvements
- A unique WordPress image uploader tool built inside Drupal
- Overhaul of entire ad-operations / DFP stack
- Editorial shortcodes for Drupal integration
- Special feature article and project templates

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2012



WORDPRESS / FRONT-END DEVELOPER

TIME.com

Contract web developer hired to contribute to TIME Magazine's first responsive web redesign that officially launched in October 2012. Also built a DNC/GOP political convention app that was created and promoted in partnership with Foursquire.

2011



MARKETING PRODUCER

MLB Advanced Media

Hybrid role of Project Manager, Web Producer, and Front-End Developer for MLB.com and its club sites (e.g. Reds, Indians, Mets).

2009



DIRECTOR OF DIGITAL MEDIA

Tampa Bay Lightning

Built Digital Media department from the ground up; managing, reporting, editing, producing content, and leading all product initiatives. Upon leaving, TBL replaced my position and duties with the following five new full-time positions:

- Director of Digital Media (department head), Editor of website content, Lead Product Manager
- Lead Developer and website manager
- Social Media Editor
- Video Producer / Editor
- Web Producer / Coordinator

2007



TECHINICAL PRODUCER

New York Times Regional Media Group

Co-managed team of front-end producers/developers tasked with building customized, individually operated regional newspaper websites that were also integrated into a centralized codebase and CMS infrastructure.

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2006



DIRECTOR OF DIGITAL MEDIA / IT

Alex Sink for CFO

Collaborated with communications director to create, build, product manage, and administer campaign website and e-mails.

Education

1999



MAJOR IN: AMERICAN STUDIES / HISTORY

Florida State University

Also worked as: Club President & Team Captain for FSU Hockey Club, 1996-97; Chairperson of Sports Club Council, 1998; Vice-chairperson of Sports Club Council, 1997; youth hockey coach, 1997-2000.

Notables

- Member ONA, IRE
- Attendee NICAR (2014, 2015, 2016)
- Seminar Graduate - Poynter, Building News Apps (2012)
- Board Member *Creative Tampa Bay* (2008-10)
- Founding Co-Chair - *Emerge Tampa Bay* (2004-08)
- Instructor New York Times Student Journalism Institute (2009)
- Web Specialist / Account Manager - HCP & Associates (2005-07)
- On-Air Guest Coordinator
 Home Shopping Network
 (2003-05)
- Casting Director Grant Wilfley Casting (2000-02)

Skills & Experience

HTML CSS JavaScript iQuery PHP Apache WordPress MySQL XML Drupal Git Subversion RESTful services A/B/Multivariate testing SEO markup Information architecture Google Analytics Omniture Doubleclick / DFP Product management Project management (agile) Excel advanced functions Data cleaning & scraping Statistics & data analysis **DNS Administration** Google Apps Management AWS EC2, S3, Cloudfront **Email Service Providers** Non-linear video editing Live & Studio film/television

Profiles & Such

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production