

LBI — New York, NY

Interactive Senior Project Manager 10/2010 – 12/2011

- Directed a large portfolio (\$4.5M) of interactive projects from inception to completion in the pharmaceutical and general consumer industry.
- Managed and mentored a team of project managers.
- Developed SOWs, project timelines, and estimates for a slew of interactive disciplines including banners, websites, eCRM, and social media (Facebook pages).
- Scoped out a multitude of mobile digital projects including iPads, iPhones, and other devices.
- Led internal meetings and determined next steps for each project.
- Attended client calls and dealt with company procurement discussing project timelines, scopes, and change orders.
- Held weekly and monthly budget reviews — problem solving on the spot to determine change order needs.
- Preemptively presented and explained project risks to the account team.
- Attended resource allocation meetings with other project managers to acquire internal resources or to decide if there was a need to hire freelancers.
- Ensured projects were being completed on time and on budget as well as a healthy gross margin.
- Attended daily standups and weekly status meetings.

Clients: Forest Labs (*Savella, Namenda*), Johnson and Johnson (*Rogaine, Visine, Neosporin, Band Aid*), Sony Xperia, Bristol-Myers Squib (*Baraclude*).

DraftFCB Healthcare — New York, NY

Interactive Senior Project Manager (Freelance) 01/2010 – 06/2010

- Led the digital team in managing interactive projects from inception to completion.
- Created scope of work, timelines, and estimates for the account team.
- Monitored projects to ensure that deadlines were kept and client expectations were met.
- Consulted with creatives and developers on best practices.
- Projects included: websites, banner ads, emails.

Clients: Pfizer (*Estring, Caverject, Depo Sub Q, Depo Medrol, Zmax*)

LoDuca Creative & Production — New York, NY

Freelance Creative (Video, Print & Interactive) 06/2006 – present

- Project managed and wrote SOWs for all projects ensuring deliverables were on spec and on time.
- Reworked and designed websites to help make clients stand out in changing markets.
- Produced videos for promotional, new business, instructional, and commercial solutions. Handled every aspect of the shoots including writing, directing, editing, casting, sound mixing, motion graphics, lighting, and chroma key.
- Provided art direction on various collateral and print ad materials.
- Provided production art services for pre-press, hi-res retouching, and image manipulation for ads and catalogs.
- Created Flash designs and PowerPoint presentations.

Clients

Medical/Pharma: Roche, Pfizer, Synvisc, ACCME, CareerMD.com

Retail: Macy's, No Yolks Noodles, Wacky Mac Pasta, Savvi Formal Wear, Motorola, Tru Vue Glass

Entertainment: Corporate Magic, SimoneElkeles.com, Metropolis Theatre, DavidKovac.com, Stealing Kisses

Corporate: Jones Lang LaSalle, McKinzie & Company, Click Software, SPSS Software, New York Court System

Agencies: Regan Campbell Ward, Young and Rubicam, StarCom/MediaVest, Spark Advertising, Vivaki, Devito/Verdi, Rosen & Brichta, Bernard Hodes, YBrand, Questar/LM&P, Centron, Lipman Hearne

SK+G — Las Vegas, NV

Director of Creative Services (Consultant) 11/2005 – 06/2006

- Consulted on policy and procedure for the studio as well as the entire creative department for a rapidly growing entertainment ad agency. Took over all hiring and firing duties for the department.
- Directly managed 18 people in the print production studio and retouching departments and succeeded in making the work day shorter and the production level higher, improving overall morale.
- Changed and improved the workflow for 22 art directors and designers by defining roles in a hectic department and acting as mediator for trouble spots.
- Provided training for studio and creative personnel to streamline workflow between the two departments.
- Played an active role in agency management meetings and account status meetings.
- Acted as consultant to the director of operations for agency-related needs in the big picture by creating ways to increase revenue and implementing a proofreading department where none existed before.
- Trained my successor to run the department using the management techniques that I introduced.

Clients: Luxor, Borgata, W Hotel, MGM Grand, Wolfgang Puck, The Mirage

Skills

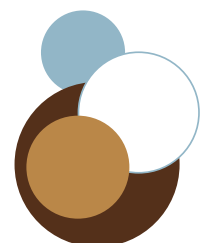
Project Management
Web Design
Flash Design
Print Design
Presentation Design
Motion Graphics Design
Video Production
Production Art
Image Retouch
Organizational

Software

InDesign
Photoshop
Illustrator
Final Cut Pro
Motion
Soundtrack
Compressor
Logic Pro
Flash
Dreamweaver
PowerPoint
Keynote
MS Word
Excel
Microsoft Project

Education

University of Wisconsin,
Milwaukee
Major:
Mass Communications
Radio and Television
Minor:
Philosophy/Theatre



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GSW Worldwide — New York, NY

Studio Manager, Multimedia Manager, Art Director 04/2004 – 08/2005

- Key player in building the studio from the ground up in this pharmaceutical ad agency.
- Lead designer/production artist in the studio including retouching and pre-press.
- Art directed and produced all videos, motion graphics, flash, and PowerPoint presentations.
- Continually worked on new business presentations and initiatives.
- Attended status meetings and provided advice on jobs going in or out of the studio.
- Hired and managed freelancers.

Clients: Pfizer, Merck, Par, Trident, Champion Mortgage

SpotCo — New York, NY

Senior Production Artist 10/2002 – 10/2003

- Produced some of the most dynamic ads, marquees, subway posters, billboards, direct mail pieces, and other marketing materials exclusively for many hit shows in the Broadway theatre industry.
- Executed hi-res retouching to celebrity approval as well as photo manipulation to producer's satisfaction.
- Took direction from art directors and provided advice on designs for best printing practices.

Clients: Rent, Chicago, Avenue Q, Baz Luhrmann's La Boheme, Anna in the Tropics, The Goat, and more.

