

Triple Threat Communications — Paramus, NJ

Video Director, Editor, Producer 07/2018 – Present

- Instrumental into the creation of a video offering for TTC (in-house video)
- Lead video projects from inception to completion
- Hired and managed video freelancers when work volume was high
- Edited videos in quick-turnaround fashion for conventions, websites, social media, etc.
- Worked in Premiere Pro, After Effects, Final Cut Pro, Motion, etc.

Clients: AZ brands (Farxiga/Forxiga, Brilinta, Evusheld, Fasenra, Lokelma, Oncology), Synagis, National Sleep Foundation, Pyros

Highpoint Solutions (IQVIA) at Allergan — Irvine, CA

Project Director 05/2017 – 07/2018

- Managing all the marketing website builds for Allergan's west-coast brands - embedded by Highpoint Solutions/IQVIA as a full-time contractor and working closely with Allergan personnel.
- Overseeing 6-8 digital project managers directly and coordinating workflow between brand, IT, developers, QA, etc.
- Handle all escalations in the digital marketing webspace when it comes to build issues, resourcing, personnel, etc.
- Propose and incorporate new processes to project managers and related disciplines.
- Helped to establish and roll-out Workfront as the main project management workflow tool of the engagement.
- Mentor project managers and help grow their skill sets.
- Report on budget to Highpoint and determine the need for change management, etc.
- Work with Allergan IT by informing them of upcoming builds, risks to time lines, and potential issues.
- Pitched for new business and responded to RFPs.

Clients: Botox Facial, Botox Medical, Restasis, Latisse, Rhofade, Juvederm, Natrelle, Ozurdex, and more.

Grey New York — New York, NY

Senior Digital Producer 02/2012 – 06/2013

Executive Digital Producer 04/2016 - 01/2017

- Managed a \$16M retainer portfolio of digital projects including websites, banners, apps, etc.
- Provided guidance, evaluation, & oversight to 8 producers on various levels.
- Instrumental in the creation of a new digital team as a part of Grey's move to expand digital.
- Orchestrated master project plans and internal strategies for project execution.
- Scoped project-based SOWs and annual SOWs as well as staffing plans based on budgets.
- Created/presented decks to clients showing timing scenarios and implications of dependencies on projects.
- Offered and implemented best practices in creative development for more efficient digital execution.
- Acted as the point of escalation for projects that were at risk, whether it be budget, time line, or delivery.
- Interviewed producers and tech candidates on all levels to fill open positions.
- Actively participated in all high-level discussions about finance, personnel, and client relations.
- Held status meetings with client IT about launches, changes in schedules, technical specs, etc.
- Created policies and procedures for the digital team.

AOR Client: Eli Lilly (Cialis, Axiron, Baricitinib, Taltz, Trulicity, Basaglar, Abema)

VML — New York, NY

Digital Account/Project Director (Freelance Consultant) 02/2014 – 08/2015

- Handled day-to-day contact with the client on two enterprise website builds (about \$1.5mm each).
- Created and presented client presentations showing project strategies, next steps, agency process, etc.
- Validated time lines and suggested plans of action.
- Managed and escalated risk when necessary.
- Lead the internal team on large-scale, enterprise, CMS web builds.
- Managed between client desires and agency SOW agreements.
- Worked to make sure that the clients needs were met in regards to design, development, and strategy.
- Acted as internal consultant to the agency, giving input on strategy, scopes, budgets, and tactical execution.
- Pulled budget reports and submitted invoices.
- Performed financial forecasting.

Clients: CONMED, Virtua Hospital Group, JP Morgan, Tyson Brands

H4B Chelsea — New York, NY

Senior Digital Producer (Freelance Consultant) 08/2013 – 01/2014

Clients: Astellas (Myrbetriq), Reckitt Benckiser (Mucinex), Teva (Fentora, Amrix), Eisai (Fycompa)

Skills

Operations

Digital Production

Account Managemnet

Video Production

Design

Motion-Graphics

Print Studio

Software

Microsoft Project

Workfront

Confluence

Jira

Proof HQ

Adobe Suite

Premeire Pro

After Effects

Final Cut Pro

Motion

Compressor

Logic Pro

Dreamweaver

MS Office

Keynote

Education

University of WI,
Milwaukee

Major:

Mass Communications
Radio and Television

Minor:

Philosophy/Theatre



LBI — New York, NY

Senior Digital Producer 10/2010 – 12/2011

- Managed a large portfolio (\$4.5M) of interactive projects in the pharmaceutical and consumer industry.
- Managed and mentored a team of project managers.
- Developed SOWs, project time lines, and estimates for a slew of interactive disciplines including banners, websites, eCRM, and social media across all device types.
- Led internal meetings and determined next steps for each project.
- Attended client calls and dealt with company procurement discussing project time lines, scopes, and change orders.
- Held weekly and monthly budget reviews — problem solving on the spot to determine change order needs.
- Attended resource allocation meetings with other project managers.
- Ensured projects were being completed on time and on budget - elevated risk.
- Attended daily stand-ups and weekly status meetings.

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

DraftFCB Healthcare — New York, NY

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

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

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

GSW Worldwide — New York, NY

Studio Manager, Video Director/Editor, 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

LoDuca Creative & Production (Consulting)

Digital Consultant/Art Director/Video Editor (Freelance Work) 06/2006 – present

- Providing services in Digital Production, Video Production, and Design.

Clients Include:

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, Vicky's Diner — An American Story

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

Ad agencies: Regan Campbell Ward, Young & Rubicam, StarCom/MediaVest, Spark Advertising, Vivaki, Devito/Verdi, Rosen & Brichta, Bernard Hodes, YBrand, Questar/LM&P, Centron, Lipman Hearne, O2KL, Gyro NYC

