

Gyro New York — New York, NY

Executive Digital Consultant (Freelance) 01/2017 – Present

- Consulting on all things digital in an evolving, traditional ad agency.
- Managing scope, implementing process, and building strategies for an array of digital projects.
- Building out a micro-digital team with an eye on scaling.
- Consulting on new business initiatives.

Clients: Medidata, TD Bank

Grey New York — New York, NY

Executive Digital Producer 02/2012 – 06/2013 & 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, timeline, 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

- Helped out with the day to day on various digital projects like iPads, emails, websites, interactive PDFs, etc.
- Consulted on efficiency practices, scoping, internal process, and staffing plans.
- Created on-boarding documentation for new hires.
- Developed the "better scoping worksheet."
- Provided expertise for new business strategies in terms of tactics, cost, and process.

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

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 standups and weekly status meetings.

Clients: Forest Labs (*Savella, Namenda*), Johnson & Johnson (*Rogaine, Visine, Neosporin, Band Aid*), Sony Xperia,

Skills

Digital Production
Account Managemenet
Video Production
Digital Design
Print Design
Presentation Design
Motion-Graphic Design
Production Art
Image Retouch
Organizational

Software

Microsoft Project
Workfront
Confluence
Proof HQ
InDesign
Photoshop
Illustrator
Final Cut Pro
Motion
Soundtrack
Compressor
Logic Pro
Dreamweaver
MS Office
Keynote

Education

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



Bristol-Myers Squibb (*Baraclude*).

DraftFCB Healthcare — New York, NY

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

- Led the digital team in managing interactive projects from inception to completion.
- Created scope of work, time lines, 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*)

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, 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 creative 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.

LoDuca Creative & Production — New York, NY

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

- Produced/art directed/video edited website, video, and marketing materials for David Kovac (davidkovac.com).
- Produced/edited/art directed video for the Accreditation Council of Continuing Medical Education (ACCME.org).
- Produced/directed/edited documentary (*Vicky's Diner - an American Story*).
- Produced/directed/edited short film (*Stealing Kisses*) - appeared on PBS in several markets.
- Digital Producer, Art Director, Video Director/Editor on many other projects.

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

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

