

## Highpoint Solutions (IQVIA) at Allergan — Irvine, CA

### Project Director 05/2017 – Present

- 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.

**Brands:** 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

- 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 (Fycampa)

## Skills

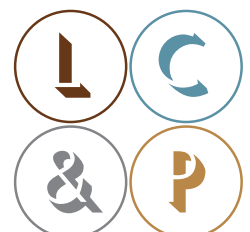
Operations  
Digital Production  
Account Management  
Video Production  
Design  
Motion-Graphics  
Print Studio

## Software

Microsoft Project  
Workfront  
Confluence  
Jira  
Proof HQ  
Adobe Suite  
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

- 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

## 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

