

---

## Senior Web Producer

*NYC based web professional with ten years experience in web production, project management, design, content creation/management, site mapping/architecture, wireframing, prototyping, support, and training. Excellent web technology, communication, and interpersonal skills, plus a passion for developing websites that maximize efficiency and effectiveness. Solid understanding of front-end languages and frameworks (primarily HTML, CSS, JavaScript, and jQuery).*

- **Environments:** Dreamweaver 8, Flash 8, SharePoint Designer 2013/2010/2007, InfoPath 2010/2007
- **Languages and Frameworks:** HTML5, CSS3, JavaScript, jQuery, JSON, XML, XSLT, ITIL, Agile, Waterfall
- **Content Management Systems:** SharePoint 2003-2013, WordPress, ATG, Joomla, Interwoven Teamsite
- **Wireframing/Graphics:** Balsamiq, Mindjet, Fireworks, Photoshop, Illustrator, After Effects 6.5, MS Visio
- **Project Management:** SharePoint team/project sites, AtTask, Microsoft Project, activeCollab

---

## Professional Experience

**Viacom Media Networks**, New York, NY, 2011 - Present

***Senior Web Producer for Employee Systems and Solutions*** ([www.viacom.com](http://www.viacom.com))

Deliver internal and external projects primarily on SharePoint platform throughout the entire global Viacom organization in Agile environment. Work extensively with master pages, page layouts, style sheets, implementing custom fonts, dataviews, workflows, content types, permissions, taxonomy, lists, libraries, webparts and other important aspects of SharePoint configuration. Have a firm understanding of how business and system processes across different departments within Viacom interact with each other. Personally develop most SharePoint out-of-box solutions as well as some solutions using SharePoint Designer.

### ***Selected accomplishments:***

Managed multiple projects simultaneously and expedited each one to ensure timely and quality delivery of work. Control project variables such as requirements gathering, establishing timelines, managing external vendors/agencies, allocating resources, deliverables, QA, training, documentation, launch preparation and troubleshooting any post launch issues. Examples of complex projects managed include, Network Operations Center (NOC) High Profile site, Legal Production Risk Team (PRT), Intranet Portal rebuild, Nickelodeon Kids Choice Awards (KCA) and MTV Upfront registration sites. These sites helped employees share documents, collaborate effectively, and most importantly this allowed them to work more efficiently with clients to generate revenue.

- Rebuilt [viacom.com](http://viacom.com), [viacomcommunity.com](http://viacomcommunity.com), and company-wide portal called [greenroom.viacom.com](http://greenroom.viacom.com) on SharePoint 2013 platform with minimal training. Created site architecture using Mindjet, development timeline, managed/assigned development tasks to other producer/developers, developed site to be responsive across various mobile devices, collaborate with QA via JIRA to ensure cross-browser compatibility, train corporate communications to manage content, coordinate site launch, prioritize and troubleshoot post-launch feedback.

**DIRECTV**, New York, NY, 2009 - 2010

***Web Producer for Online Marketing*** ([www.directv.com](http://www.directv.com))

Manage the full lifecycle development and implementation of on-line consumer marketing campaigns, promotions, content and customer experience optimization projects. Contribute to the development of strategic direction and focus on continuously improving the website through innovation; new ideas/pages/modules that meet business goals; solving usability issues; and keeping abreast of developing technologies. Lead discovery process on large projects; accurately scope projects; develop documentation

that communicates the user experience, business strategy and best practices. Create and maintain project schedules, track deliverables and establish priorities. Collaborate with the Creative Director, designers, online marketing teams, and various business units as the main interface on projects: clarify strategic requirements, explain complex ideas clearly, and manage expectations.

**Selected accomplishments:**

- Achieved 50% growth in web traffic for Premiums section from 74,351 to 112,329 resulting in 6% increase in sales revenue.
- Product launches include *National Offers*, maintenance of *Premiums* section, *International Updates*, *Channel Launches*, *Latest News*, press releases, *Scorsese Selections*, corporate section redesign, *Access* magazine, *101 Network*, new product announcements, home page videos, and *What to Record*.

**MTV Networks / Viacom**, New York, NY, 2007 - 2009

**Web Producer for Employee Systems and Solutions** ([www.viacom.com](http://www.viacom.com))

Partnered with Business Analyst and Application Manager to support internal portals, global portals, collaborative team sites and business-to-business web sites. The new portal environment used SharePoint 2007 and .net along with flash elements. Involved in extensive requirements gathering and design phases of the portal's build-out as the intranet was launched throughout the various divisions of the company. Provided production support for Viacom Corporate, MTVN, MTV Europe, and Paramount: Business to Business applications, Intranet, collaborative workspaces, international sites, and portal sites.

**Selected accomplishments:**

- Created over 100 internal sites and around 20-30 site conversions from Sharepoint 2003 to 2007.
- Major product launches include redesign of Rufus (internal company portal), IAN North (extranet for Northern Europe), MTV and Nick Upfront registration forms.
- Streamlined approval process for several internal groups including Digital Ad Operations, Program Council, and Finance. Saved H.R. staffing costs by automating their online event registration and converting the department from paper to electronic forms.

**JetBlue Airways**, Forest Hills, NY, 2006 - 2007

**Web Production** ([www.jetblue.com](http://www.jetblue.com))

Updated and maintained content on various sites and worked with Project Managers on day-to-day coordination and completion of micro-sites, campaigns and other projects. Worked with Legal, Analytics, and Brand groups to ensure proper use of sites and workspaces - disclaimer pages, terms & conditions, copy, issue tracking and reporting. Wireframe, design information architecture and build page flows for content hierarchy and new web applications.

**Selected accomplishments:**

- Worked with team to redesign and relaunch website increasing purchase conversion ratio by 20%.
- Product launches include The Simpsons Movie marketing campaign, airline anniversary contests, airline city contests, and continuously changing weekly sale fare promotions.

**E-mail Marketing, 2006**

Worked with Brand team and Copywriter to ensure proper positioning in all electronic mail communications. Managed the set-up and deployment of email campaigns, including managing relationships with SilverPop and other email vendors, loading HTML and text-based content, creating logic to drive dynamic personalization and pre-deployment testing. Developed an expert knowledge of email vendor software - user interface, deployment, testing and reporting capabilities. Automated publication of key content areas. Maintained an understanding of current legislation on email marketing, SPAM, and related technology.

**Runway**, Graphics Department, New York, NY, 2005 - 2006

**Webmaster** ([www.runwayconnection.com](http://www.runwayconnection.com))

Doubled website traffic by analyzing visitor statistics; creating Flash animations showcasing Runway's most current collections; streamlining the updating processing; integrating a new search feature; and optimizing the website for search engines, bookmarks, and linking capabilities.

**New York City Transit**, Multimedia Lab, Woodside, NY, 2004-2005

**Web Developer- Student Internship**

Planned, created and tested an intranet site for Electronic Maintenance Division (EMD) technicians to rapidly locate repair information, technical specifications, and tutorials in order to achieve ISO 9000 certification.

## Education

**New York Institute of Technology**

*B.S. Computer Science, concentration: Internet Engineering, 2005*

*Minor: Fine Arts*

## Community Involvement

**Hollaback!** ([ihollaback.org](http://ihollaback.org)) - Advisory Board, 2011 - Present

**Vietnamese Evangelical Church of New York** ([hoithanhnewyork.org](http://hoithanhnewyork.org))- Multimedia Lead, 2013 - 2014

**Morning Star New York** ([msny.org](http://msny.org))- Multimedia Lead, Mighty Sisters of God Small Group Lead, 2009 - 2013

**Street Project** ([streetproject.org](http://streetproject.org)) - Director of Information Technology, 2007 - 2010

**New York Parks and Recreation** - Web Development Instructor, 2005