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SAMPLE PROJECTS

RENEWABLE ENERGY LONG ISLAND

2010-11 LI GreenGuide

Manage design and production of third volume of the "Long Island Green Guide" -- an annual full-color, 68-page publication with celebrity interviews, articles, advertising and a "green" directory of local vendors -- distributed on Long Island to support and educate about renewable energy and energy efficiency.

My role

Project Manager, Salesperson, Designer and Producer

Responsibilities

Determine project scope; Select and manage teams for production, ad sales and printing; Project manage sales, design, production, delivery and distribution; Assist with sales, design and production.

Outcome

Successfully produced customer's largest and highest quality publication to date, greatly exceeding expectations and meeting highly challenging deadline within budget.

SOTHEBY'S INTERNATIONAL REALTY

East End Rental Catalog

Design and production of 64-page rental catalog to promote business in new regional offices.

My role

Project Manager, Salesperson, Designer and Producer

Responsibilities

Determine project scope, schedule and design; Sell listing space; Design and production; Distribution.

Outcome

It was my concern that our company was new to the area and needed a tool to break into the local market. The Rental Book successfully served as a key marketing piece to introduce the company to the region. Due to overwhelming response, a second printing was ordered to meet public demand.

TOYOTA CORPORATION

Customer Relations Intranet Training Website

460+ screens of educational content including Flash animations, testing methods and results tracking developed using employer's proprietary training development software.

My role

Project Manager/Team Leader, Designer, Producer, Flash Developer and Customer Manager

Responsibilities

Determine needs of client; Determine project scope, schedule and design; Assemble and lead team (local and remote personnel); Manage, design and develop project to launch.

Outcome

This was a pioneering project for my client. The largest and highest income-producing to-date, success secured future projects from the client. Despite overwhelming odds the deadline was successfully met and the project was a huge success. The California-based client congratulated me and the team in-person. Several additional projects were introduced the week of launch.

CITIGROUP CORPORATION

Conversion of Customer Relations training intranet site

Convert 500+ screens of training content from Macromedia's Director in Portuguese to basic HTML with Flash animations in English and Spanish.

My role

Project Manager, Designer, Producer, Flash Developer and Customer Manager

Responsibilities

Determine needs of client; Determine project scope, schedule and design; Assemble and lead team; Managed, designed and developed project to launch.

Outcome

This was an introductory project for my employer. The project was a huge success and lead to additional commitments from this client.

NATIONAL AUSTRALIAN BANK**Customer Relations training intranet demo site**

40+ screens of educational content including Flash animations, testing methods and results tracking developed using my employer's proprietary training software. This project was a demo for the client to determine if we were the best suited to be their Agency of Record for all of their educational site development needs.

My role

Project Manager, Designer, Producer, Flash Developer, Photographer

Responsibilities

Determine client needs, project scope, schedule and design; Assemble and lead team; Managed, designed and developed project to launch. (I set up a makeshift photo studio and acted as the project's photographer to create photographs necessary to use in our animations.)

Outcome

Given only 2 weeks, the deadline was successfully met. The Australian-based client was extremely pleased with the results and future projects were secured.

SAINT GOBAIN/CERTAINTÉED**Customer Relations training intranet site**

520+ screens of educational content including Flash animations, testing methods and results tracking developed using employer's own proprietary training software.

My role

Project Manager/Team Leader, Designer, Producer, Flash Developer and Customer Manager

Responsibilities

Determine client needs, project scope, schedule and design; Assemble and lead team; Manage, design and develop project to launch.

Outcome

Originally given a 4 week deadline with a single module, the client was so impressed with our work that a project expansion was requested increasing it to 11 modules, extending the deadline an additional month and requiring me to triple the size of the team. The project was a huge success leading to additional commitments from this client.

CHAMPION PRODUCTS CORPORATION**Champion Retail Catalogs**

Design and production of 3 to 5 retail catalogs (40-80 pages per piece) twice per year for approximately 4 years.

My role

Project Manager/Team Leader, Designer, Producer and Customer Manager

Responsibilities

Determine client needs; Determine project scope, schedule and design; Assemble and lead team (varied dependent on location); Managed, designed and developed project to delivery.

Outcome

Began relationship with the client during contract with Saatchi & Saatchi Worldwide Advertising. Quickly developed a close rapport with the client and product knowledge. The client was very happy with my ability to improve design and accuracy, perfect the process, increase project efficiency and reduce cost. As a result, the client continued to hire me as Project Manager and Designer when the project migrated to other advertising agencies in New York, Vermont and New Jersey.