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## Experience

### CBS Interactive

Senior Technical Producer - Columbus, OH 4/10 – Current

- Develop workflow processes and best practices for Ad Operations
- Provide consultation to sales and client during pre-sale to successfully launch ad campaigns
- Coordinate and troubleshoot creative production with external and internal design teams
- Build and QA Flash and HTML creatives from 3rd party vendors
- Provide after hours support for ad related live site issues
- Development and Training of Ad Operations Documentation including FAQs, Processes, and Lead Times
- Coordinate 3<sup>rd</sup> party vendor certification with legal team

Technical Producer - San Francisco, CA 8/06 - 4/10

- QA rich media advertisements
- Coordinate with sales to resolve issues with out of spec ads
- Traffic and construct rich media advertisement tags from a variety of advertising vendors, including MediaMind, DoubleClick, and Pointroll
- Coordinate with sales team to insure proper scheduling of advertisements

**FilmLoop Inc.** - Palo Alto, CA 6/05 – 5/06

Content Production Manager

- Managed day to day support for content partners and advertisers including troubleshooting, training, and content QA
- Contributed to development of CMS for online content portal
- On-going content and advertising production

**Freelance** - Menlo Park, CA 12/04 – 6/05

Web/Graphic Designer

- Provided design services, including flash banners, catalogs, web sites, and print work.
- Clients Included: Wilco Inc, The Crossing Guard, and Adchemy.

**Stanford Directory** - Stanford, CA 6/04 – 11/04

Production Manager

- Managed six-person advertisement production staff
- Oversaw budget, production schedule, and general execution of the 04/05 Stanford Directory and Unofficial Guide to Stanford
- Provided client facing customer support for all advertisers
- Handled final QA for in-house designed advertisements
- Oversaw production and contributed design for the 04/05 Unofficial Guide Online

**Association of Black Photographers** - London, UK 9/01 – 6/02

Intern

- Refreshed Association of Black Photographers website
- Developed online archiving system for monthly association newsletter

## Certifications

- DoubleClick Core Studio Certification - 3/13
- DoubleClick QA Certification - 4/13

**Education**

Stanford University, Stanford, CA  
Bachelor of Arts in Studio Art, 2004