

Jessica Amen

(323) 841-6340

Jessica@jessicaamen.com

Marina Del Rey, CA

OBJECTIVE: Senior Project Manager/Interactive Producer

PROFESSIONAL SKILLS

- Team leader with proven experience in managing multiple teams with interdependent goals.
- Management of large-scale web-based projects with integrated broadcast and print campaigns.
- Rounded knowledge of web-based technologies, online advertising, online marketing and social networking.
- Ability to foster and maintain a focused, productive and positive work environment.
- Ability to motivate clients and production team to stay on budget and on deadline.
- Ability to develop project pricing/budget and determine timeline/deadline.
- Proposal and functional specification writing.
- Sales and business development.

COMPUTER EXPERIENCE

- Macintosh and Windows platforms
- Skilled in: Microsoft Project, PowerPoint, Outlook, Excel, Word, Access; FileMaker Pro; Entourage; Fetch; SmartFTP; Mac Mail; Eudora; Quickbooks Pro; Final Cut Pro; Sorensen Squeeze & Episode video encoding software; Google Analytics, BaseCamp online project management software
- Production management, design and coding in: Adobe CS4; Flash & Action Script; HTML; XML; PHP; JavaScript; jQuery; MySQL & PHP MyAdmin; Zen Cart; Magento; osCommerce; custom built shopping cart systems, Doubleclick Studio and DFP Ad Serving

EDUCATION

Bachelor of Arts, Music; Minor in Music Industry
University of Southern California

EMPLOYMENT

9/2010-Present • Total Beauty Media Inc. • Santa Monica, CA

SALES PROJECT MANAGER

- Clients include: L'Oreal Paris, Covergirl, Walmart, Nars, Neutrogena, Herbal Essence, Estee Lauder, Gillette, Old Spice and Chapstick, Rembrandt
- Supervise the digital production of all advertising and sales related projects from conception through post-launch analysis.
- Design custom digital campaign strategies that integrate with national/regional broadcast and print campaigns.
- Coordinate production team of flash/backend developers, graphic designers, copywriters, video editors and third party vendors.
- Manage workflow process to ensure efficiency.
- Develop production requirement documents.
- Oversee and test advertising campaigns with elements such as: wallpaper takeovers, OPA pushdown ad units, roadblocks, sponsored custom written content, social network and viral marketing via Facebook, Twitter and the Total Beauty custom community.

2/2007-9/2010 • Kreatliv, LLC. • Los Angeles, CA

SENIOR PROJECT MANAGER/PRODUCER

- Clients include: Planet 3 Entertainment, West Coast Choppers, Hot In Hollywood, Finding ETA Inc., My Reel Inc. and Montebello Fire Department.
- Supervise the digital production of all projects from conception through post-launch analysis.
- Design custom digital campaign strategies that integrate with national/regional broadcast and print campaigns.
- Coordinate production team of flash/backend developers, graphic designers, copywriters, video editors and third party vendors.
- Manage workflow process to ensure efficiency.
- Video editing, design and web development as needed.
- Develop proposals and functional specifications.
- Sales and business development.
- General bookkeeping including accounts receivable/payable; 1099 processing.

6/2006-2/2007 (full-time) & 10/2008-4/2010 (contractor) • Infomercial.TV, Inc. • Venice, CA

SENIOR PROJECT MANAGER

- Clients Include: Josie Maran Cosmetics, InStyler, ShamWow & SlapChop, FixIt, HeelTastic, Jupiter Jack, ISOBo and Curve Control Jeans.
- Supervised the digital production of all projects from conception through post-launch analysis for up to thirty (30) projects at a time.
- Designed custom digital campaign strategies that integrate with national/regional broadcast and print campaigns.
- Coordinated production team of flash/backend developers, graphic designers, copywriters, video editors and third party vendors, regular staff of eleven (11).
- Developed new workflow process to improve efficiencies and increase transparency between departments.
- Vetted RFP's.
- Developed proposals and functional specifications.
- Sales and business development.

5/2004-6/2006 • Digital Organics Inc. • Woodland Hills, CA

LEAD PROJECT MANAGER

- Clients Include: USA Group, The Westside Group, Planet 3 Entertainment, West Coast Choppers, Greentique Hotels and Jim Raphf Real Estate.
- Supervised the digital production of all projects from conception through post-launch analysis.
- Web design, development and content updating as needed.
- Coordinated production team of flash/backend developers, graphic designers, copywriters, video editors and third party vendors.
- Daily customer service and problem solving.
- Developed new workflow process to improve efficiencies and increase transparency between departments.
- General bookkeeping including accounts receivable/payable; 1099 processing.

9/2002-5/2004 • Audio Revolution Inc. • Los Angeles, CA

ASSISTANT TO THE PUBLISHER

- Clients Include: Morel Audio, Klipsch, Rogue Audio, Paradigm, Boston Acoustics, NAD, Classe, B&W, Outlaw Audio, Runco and Mark Levinson.
- Website and content updating.
- Web design and development.
- Managed 10 freelance writers to submit content according to deadlines.
- Generated content for the site: news stories, CD and DVD reviews.
- Online marketing and email campaign management.
- Customer service, call-screening; office duties.

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DIGITAL PORTFOLIO

Total Beauty Media, LLC.

<http://totalbeauty.com>

<http://beautyriot.com>

<http://modernman.com>

<http://limelife.com>

Kreatliv, LLC.

<http://kreatliv.com> - Full design/development and broadcast portfolio

<http://uncleeddiesvegancookies.com>

<http://wholebuffalo.com>

<http://fhp-inc.com>

<http://boardjoy.com>

<http://healthynaturalsimple.com>

<http://f40west.org>

<http://megantitus.com>

<http://blog.cufarrophoto.com>

Infomercial.TV Inc.

<http://myinstyler.com>

<http://2for1heeltastic.com>

<http://fixitpen.com>

<http://2for1shamwow.com>

<http://tryslapchop.com>

<http://2for1jupiterjack.com>

<http://dunstansystem.com>

<http://getcurvecontrol.com>

REFERENCES PROVIDED UPON REQUEST