



EMPLOYMENT HISTORY

Horizon Productions, Inc.

Emmy award winning digital media agency

Director of Business Development and Outreach

Project Manager, and Social Media Coordinator *(Nov. 2011 – present)*

Work with corporate and higher-education Clients to identify and develop media solutions that support their communication, training, and marketing goals. Manage activities and tasks for business lead generation, including project plan and proposal development, Client relations, and account management. Manage, write, and support social media sites and posts. Write media and video scripts. Develop and manage project plans and schedules. Coordinate Client content development and review cycles. Develop and manage project budgets. Identify vendors and contractor resources. Coordinate internal resources and project deliverables. Client list includes: BB&T, Biogen Idec, IBM, Lenovo, UNC-Chapel Hill, Burt's Bees, Clorox Creative, A&K Global Health, BD Technologies, and Duke University Office of Development

The University of North Carolina at Chapel Hill

leading research and academic university

Production Manager and Project Manager *(May 2006 – Oct. 2011)*

ITS Teaching and Learning, TL Interactive

Manage both project and production responsibilities for a nine member team of digital designers and developers; daily duties include project scope development, project planning, project documentation, internal and external communications, reporting, estimates and budget management, content research, development process analysis, business process analysis, and QA oversight; use a combination of desktop and online software for management of the individual projects and integration of the projects into global resource allocation and production. Additional duties include giving presentations, authoring articles and publications, and leading outreach activities.

Project Manager *(Oct. 2010 – Oct. 2011)*

ITS Project Management Office

Provide Project Management guidance and support for enterprise-level software implementation with University Development; manage Sharepoint collaborative project site; create project documentation; review and revise vendor project documentation

Project Coordinator *(Jan. – May 2006)*

Communications Project Manager *(July – Dec 2005)*

Information Technology Services Communications, Information Technology Services Teaching and Learning

Conducted communications audit report for 500+ member organization; wrote web copy; interacted with reporters; media production consultant; state-wide conference logistical support; wrote, designed, and published multimedia tutorial for campus-supported software; created documentation to support knowledge growth among team; wrote and designed organizational brochure; voice talent

Acting Assistant Vice Chancellor of Communications *(Oct. 2004 – July 2005)*

Information Technology Services Communications

Launched new communications division within IT organization to collect and distribute departmental information while shaping and launching marketing efforts; created departmental communication policies, coordinated news stories with other campus communication units, created new marketing materials (print, media, web); copy writing; coordinated media inquiries; created and managed media releases; management of multiple teams across disciplines and locations

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Associate Director knowledgeFoundry@Carolina (Oct. 2001 – Oct. 2004)

Academic Technology and Networks, Information Technology Services

Virtual team management (vendor, temporary and freelance); lead client and project meetings, wrote and edited scripts; created storyboards; content development with SME faculty; managed program budgets, media development consultations, maintained website content, designed marketing materials; wrote grant application support materials, presenter for various University organizations

VisionFactory, Inc., Cary, NC *award winning media development and consulting agency*

Project Manager (Feb. 2000 – Oct. 2001)

Developed account relationships; lead team meetings and made team assignments; maintained project web content; created and maintained project plans, provided project updates to management and clients; lead concept meetings; developed content, wrote and edited scripts; secured freelance media and video production services; produced voice recording sessions; supervised video edit sessions; created on-site tech support kits

Image Associates, Inc., Raleigh, NC *media development agency*

Project Manager/New Media Producer (Sept. 1998- Dec. 1999)

Account and client relationship development; vendor management; produced corporate trade and sales shows videos; managed onsite and offsite teams; issued estimates and managed budgets; presentation site inspections and logistics

NBC-17, Raleigh, NC *owned and operated NBC station in top 30 market*

Technical Director (Dec. 1996 – Aug. 1998)

Director (Jan. – Aug. 1998)

Directed live newscasts, teasers, and cut-ins incorporating local and national live shots, mast camera shots, recorded packages, live weather updates, wipes between multiple tape decks, rear screen chromakey with wipe effects, and multiple camera shots; directed production of reporter packages and commercials. Other positions held include: Audio Technician, Floor Director, Camera Operator, New Employee Trainer.

WCHL 1360AM, Chapel Hill, NC *AP award winning talk radio station*

Morning Show Producer and Director of Public Affairs (Feb. 1994 – Dec. 1996)

On Air Talent (Feb 1994 - Dec 1996)

Produced daily news talk show with live interviews, local and national news, public service announcements, authors, university professors, and current issues; produced weekly business, gardens, Park and Recreation and museums segments; wrote and produced Public Service Announcements; on-air talent for news and public service announcements.

PROFESSIONAL VOLUNTEER ACTIVITIES

- **North Carolina Project Management Institute (NC PMI) Communications Community of Practice**, Founder and Chair (March 2012 – present) | founded special interest group for NC PMI members to develop, share, and demonstrate communication skills and tools required for successful project management in any field; approved by NC PMI Board March 12, 2012
- **Triangle American Marketing Association (“Tri-AMA”)**, member (May 2012 – present), *communications committee* (May 2013- present), *Board Member* (August 2013- present)
- **Western Carolina University, College of Business, Masters of Project Management, Advisory Board**, member (Jan 2012 – present) | Board formed to advise degree program administrators and leaders on topics of outreach, curriculum, and student enrichment

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TEMPORARY POSITIONS

Cosgrove Muerer Productions: Los Angeles, California *television production*
UNC-Hollywood Internship Program (July 1995)

Internship in the Post Production of segments for network television show, Unsolved Mysteries. Production Assistant and Assistant Costume Director on five day LA shoot for Unsolved Mysteries segment. Assisted Location Manager, Casting Director, Costume Director, and Producer in Pre-Production of "Who Killed Superman?" story.

WFMY TV2: Greensboro, NC *number one rated CBS affiliate in Top 50 market*
Intern and Part Time (May- Nov. 1994)

Production assistant for live television news broadcasts, runner for special live call-in show *Doctors on Call*, Producer's Assistant for *MBA Labor Day Telethon*

EDUCATION and TRAINING

- **Project Manager Professional**, Project Management Institute (PMI) certification (Aug. 2011)
- **Masters of Project Management**, School of Business, Western Carolina University. 4.0 GPA. (Aug. 2008)
- **Project Management Certificate**, UNC-Chapel Hill Human Resources' Training and Development. (June 2008)
- **Microsoft Office Specialist Certification: Power Point** (July 2006)
- **Microsoft Project**, Productivity Point International. Morrisville, NC (March 2001)
- **Carolina Business Institute**, Kenan-Flagler Business School. A continuing education program, fundamentals of Marketing, Finance, Management, and Operations Chapel Hill, NC (May 1996)
- **Bachelor of Arts; Radio, Television, and Motion Pictures Science major with Dramatic Art/Theatrical Design minor** Dean's list Fall 1994. The University of North Carolina at Chapel Hill. Chapel Hill, NC (May 1996)

RESEARCH and PUBLICATIONS

- **Perspectives of Creativity in Context of Project Management** (June 2008) UNC-Chapel Hill IRB Study #08-0932 and Western Carolina University IRB Study #08-217; research to support paper, "Fostering Creativity to Enhance Project Management"
- **Producing HD Video in an Education Setting: A Case Study** (Nov. 2009) Learning Solutions Magazine; <http://www.learningsolutionsmag.com/articles/174/producing-hd-video-in-an-education-setting-a-case-study>
- **Blended Learning Solutions: A Multimedia Development Process for Higher Education** (Nov. 2008) E-Learn--World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, <http://www.ace.org/conf/eLearn/default.htm>
- **The Creation and Refinement of a Sustainable Multimedia Process in a Higher Education Environment** (Sept. 2008), *co-author*, Special Issue on Multimedia, Media Convergence, and Digital Storytelling; *Journal of the Research Center for Educational Technology (RECT)*; <http://www.rcetj.org/index.php/rcetj/article/view/27>



P R E S E N T E R | T R A I N E R | C O N F E R E N C E S

- Speaker: **Durham Chamber of Commerce | Chamber U Speaker Series**, Communication Fundamentals, Durham, NC (*March 2014*)
- Instructor: **Project Management Fundamentals** for the North Carolina Department of Public Instructions' High School Project Management Curriculum Prep, Greensboro, NC (*July 2012*)
- Presenter: **Project Management: Beyond the Gantt Chart: UNC Cause 2010**, Wilmington, NC (*Nov. 2010*)
- Presenter: **Project Management for Creative Projects (or How to Herd Cats): New Media Consortium**, Anaheim, CA (*June 2010*)
- Presenter: **Project Management for Creative Projects: North Carolina Distance Learning Association (NCDLA) Annual Conference**, New Bern, NC (*April 2010*)
- Presenter: **Course Design & Support: Tri-IT Fall Meeting**, Duke University, NC (*Oct. 2009*)
- Presenter: **Engaging Students with Multimedia: North Carolina Distance Learning Association (NCDLA) Virtual Conference**, Chapel Hill, NC (*April 2009*)
- Committee Member: **Distance Education Planning and Implementation**, sponsored by the UNC Highway Safety Research Center, Chapel Hill, NC (*April 2009*)
- Presenter: **Multimedia Production for Higher Education: Tri-IT Spring Meeting**, Elon University, NC (*April 2009*)
- Presenter: **Blended Learning Solutions: A Multimedia Development Process for Higher Education: E-Learn--World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education**, Las Vegas, Nevada (*Nov. 2008*)
- Conference Co-Chair: **Learning. Sharing. Connecting: CTC 2008 Retreat**, Chapel Hill, NC (*Oct. 2008*)
- Conference Co-Chair: **Networking: The People Kind: CTC 2007 Retreat**, Chapel Hill, NC (*Oct. 2007*)
- Presenter: **ITS Teaching and Learning First Partners: Content Designed for the Digital Native: TLT Conference**, Raleigh, NC (*March 2007*)
- Trainer: **Effective Presentation Techniques Using PowerPoint: UNC School of Law**, Chapel Hill, NC (*April 2006*)
- Trainer: **Getting Started and Designing Good PowerPoint**, Chapel Hill, NC (*Feb., April., Sept., Oct. 2005*)
- Presenter: **Creating Instructional Multimedia Products: Carolina Technology Consultants**, Chapel Hill, NC (*Oct 2003*)
- Presenter: **Creating Instructional Multimedia Products: Slavic/Eastern European Language Center**, Chapel Hill, NC (*July 2003*)

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AWARDS and RECOGNITION

- **LifeSaver of the Week** (*April 2011*)
Nomination from Office of the CIO; internal employee recognition program at Information Technology Services (ITS)
- **Bronze Prize for “Interactive Marketing: Streaming/On-demand Content” Category** (*March 2011*) University Professional and Continuing Education Association; media piece: UNC Friday Center: Real Life Continuing Education Stories
- **Unsung Hero Award for Customer Service** (*2010*)
UNC-Chapel Hill, ITS Employee Forum Peer Award; recognizes a single employee for excellence in customer service
- **Member, Pi Gamma Mu, International Honor Society** (*2007 - present*)
International Honor Society of Social Sciences, Masters of Project Management program
- **Unsung Hero Award for Leadership** (*2008*)
UNC-Chapel Hill, ITS Employee Forum Annual Peer Award; recognizes a single employee for excellence in leadership and management
- **UNC Employee Forum Delegate** (*2008*)
UNC-Chapel Hill, Employee Forum, EPA-NF Representative, campus nominated
- **Carolina Technology Consultants (CTC) Co-Chair** (*Aug. 2007 – Nov. 2008*)
Campus-wide organization to provide communication and support for Carolina’s IT professionals
- **Employee Peer Recognition** (*Oct. 2006*)
UNC-Chapel Hill, Employee Forum’s Peer Recognition Program
- **On The Spot Award** (*Aug. 2006*)
monthly employee award at Information Technology Services (ITS), central IT department at UNC-CH; recognizes exceptional customer service
- **Excellence in Management, Nominee** (*Aug. 2005*)
designed to recognize meritorious and distinguished accomplishments in management at the University of North Carolina at Chapel Hill.
- **Star Heel Award** (*June 2005*)
UNC-CH’s Human Resources administers this yearly award to recognize excellent campus employees; winners determined by the essays submitted by co-workers and peers.
- **On The Spot Award** (*June 2005*)
monthly employee award at Information Technology Services (ITS), central IT department at UNC-CH; recognizes exceptional customer service and/or work
- **Logo Design Winner** (*March 2004*)
Carolina Blood Drive Committee sponsored UNC-CH contest for annual blood drive campaign logo
- **Top100 Producer** (*Nov 2000*)
named one of nation’s Top 100 Producers, *AV Video Multimedia Producer* magazine