

Karen McLaughlin | Senior Multimedia Production

555 Confidential Street | Greenbrae, CA 94904 | 415.555.5555 | confidential@hotmail.com

- ♦ Creative, highly efficient multimedia visionary with more than 20 years of proven experience driving high-impact initiatives in concept-to-execution web design, video production, and marketing campaign management.
- ♦ Reliable ability to execute projects on time and within budget having produced more than 200 international customer-targeted videos and developed strategies to utilize online media to maintain market relevance and boost revenue.
- ♦ Long-standing, loyal tenure with global analytics giant including award-winning efforts in software development and digital marketing solutions.
- ♦ Notable cross-functional liaison and SME with talent for bridging complex technical concepts with dynamic, concrete design and marketing ideas to steer project deliverables.

TECHNICAL EXPERTISE

Adobe Creative Suite 3 & 5: Dreamweaver
Photoshop | Fireworks | Flash | Illustrator
Acrobat | Premiere

MS: Office Suite | Project | Access | Visio
SharePoint | Type Pad | HTML | Microsoft
Content Manager (MCMS)

Sony Vegas Studio | iMovie | Movie Maker
Sound Design | Camtasia Studio 7

SalesForce | Eloqua | MAC | Unix
Action/JavaScript

AWARDS

Merit Award for excellence – ARFCI 2010
Merit Award for excellence – ARFCI 2009
Merit Award for corporate values – ARFCI 2004

**Project Management ♦ Strategy Planning ♦ Vendor Relations ♦ Campaign Leadership ♦ Reporting
Landing Pages ♦ Email Templates ♦ Wireframe ♦ Graphic Design ♦ Flash Animation
Video Production ♦ Filming & Editing ♦ Rendering**

PROFESSIONAL EXPERIENCE

CONFIDENTIAL COMPANY | San Rafael, CA

1996 – 2011

An international provider of analytics solutions, previously known as ABC Corporation.

DIGITAL MARKETING SENIOR MANAGER | 2001 – 2011

Directed strategic multimedia campaigns, including development of videos, demos, web seminars, and other marketing-driven initiatives. Published consistently relevant assets on all corporate channels, including FICO.com, The DM Community, and FICO's YouTube channel. Served as SME to global teams including creation of style guides for video and web development and training on various web assets.

Campaigns & Events: Executed worldwide campaigns, ensuring alignment between web content and overall campaign strategy. Partnered with IT and Web team to define requirements, functionality, and design for the corporate website and regionalized/localized variations. Developed strategic rotation schedule for all website variations, communities, and blogs. Managed annual conferences, and served as technical liaison to event vendors and produced videos, demos, animations, email templates and other materials for events and targeted marketing campaigns.

Video Production: Produced video and graphics for websites, publications, and targeted campaigns. Developed company's YouTube channel and strategized use of video on multiple online portals. Led global teams to create storyboards, produce, publish, and track videos. Pioneered dashboard with video metrics to track activity and SEO.

DIGITAL MARKETING SENIOR MANAGER, cont.

Web Content & Development: Developed Multimedia Roadmap of product demos as part of the product launch cycle, and helped queue up demos to drive leads. Piloted upgrade of web seminar system, including an organization-wide educational presentation on webinar best practices. Spearheaded website localization process and managed translation and creation of multimedia assets.

Notable Achievements:

- » Saved thousands of dollars by in-sourcing video production services.
- » Streamlined marketing request processing and reporting on campaign tactics and results by creating automated workflow and tracking tools for internal teams.
- » Earned reputation as “go-to” person for problem solving on video, Flash, and PowerPoint.
- » Improved sales leads and contact lists by developing localized variations and system integration.
- » Streamlined processes by developing automated request and tracking process using SharePoint.

SENIOR SOFTWARE DEVELOPMENT LEAD | 1998 – 2001

Implemented enterprise-wide information systems and applications including MS Outlook, Meeting Place, Live Meeting, and company intranet. Helped to define business requirements and develop technical proposals to fix bugs and complete system enhancements and upgrades.

Y2K Program Management: Prepared for corporate Y2K audit including collection of all remediation planning and testing documentation from internal sources and alliance partners. Reported monthly progress to management, audit committees, as well as via internal and external websites. Contributed to Y2K contingency plans and delivered on-site support during New Year’s 2000 roll-over.

Sales Forecasting System: Determined business requirements and cross-departmental processes to design and co-create application throughout entire lifecycle. Defined and developed functional guidelines for database structure and web interface including component testing, internal website content and design, instruction and specification manual creation, and global staff training.

Technical Conference Planning: Targeted technology and network requirements from product, sales, and marketing units in U.S. and Europe, and developed project plans with concrete milestones to account for equipment, software, and on-site support. Tracked and ensured budget compliance. Oversaw relations with conference personnel, core technology team, and vendors.

Notable Achievements:

- » Ushered in new system launches through global training programs, materials, and promotions.
- » Launched communication plans and meetings to ensure the success of project milestones.

GRAPHIC DESIGNER | 1996 – 1998

Managed desktop publishing and PowerPoint preparation. Designed company brochures, newsletters, promotional items, as well as corporate templates for MS Word and PowerPoint.

PROFESSIONAL DEVELOPMENT & MEMBERSHIPS

- ♦ Bachelor in Fine Arts (Film/Video & Production) | Confidential University | San Francisco, CA
- ♦ Certificate in Graphic Design | Confidential University | San Jose, CA
- ♦ Graduate, Computer Art Institute

Web Masters Association | AIGA (professional design) | Social Media Today (digital design)