

Mark Webster

344 West 87th Street, Apt. 3R, New York, NY 10024

Phone: 917.658.2128 Email: mark@apt5b.com

Experience

April 2008 – December 2008

Creative Director, Intercast/Kazam, New York, NY

Intercast was a technology startup that developed a proprietary HD video distribution platform. The company ran a pilot project in the United States under the brand Kazam. The company was forced to shut down in December 2008 due to funding issues.

- Designed user interface and served as Product Manager for Kazam, a VOD push delivery media application.
- Planned and managed product launch on six US college campuses for Fall 2008 beta trial.
- Created all promotional collateral for product launch, including the design and copywriting of the website, flyers, posters, DVDs, on-campus marketing events, and email campaigns.
- Responsible for all content programming strategies and positioning for media partners such as Showtime, Discovery Networks, Sports Illustrated and Revision3.

October 2006 – April 2008

Creative Director, Joost, New York, NY

Joost is an Internet TV service created by the founders of Skype and Kazaa. The company allows users to watch shows from major media partners such as CBS, Sony, National Geographic, Warner Brothers, and multiple Viacom properties.

- Oversaw the design, production, and implementation of all content promotion initiatives for media partners.
- Responsible for the planning, design and production of interactive marketing initiatives, including email campaigns, search engine/paid placement, rich media campaigns, and outreach on social networking sites.
- Produced wireframes and design comps of new product development projects and features.
- Monitored web traffic and visitor registration data in order to optimize user conversion and retention rates.

March 2005 – October 2006

Senior Manager – Client Services, Kintera, New York, NY

Kintera is a hosted software platform that allows non-profit organizations to use the Internet to increase donations, reduce fundraising costs, improve operations, and build awareness and affinity for their causes.

- Managed the design and production of websites for non-profit organizations around the world, including Amnesty International, the United Nations, and the United States Holocaust Memorial Museum.
- Trained clients and partners in effective customer relationship marketing (CRM), including data collection best practices, audience segmentation, privacy and legal considerations, and split testing.
- Responsible for resource allocation and cost controls on projects.

January 2001 – March 2005

Senior Project Manager - Creative Services, NBA (National Basketball Association), Secaucus, NJ

The Creative Services Department operated like an internal creative agency for the rest of the NBA, handling all design and production for league initiatives, individual team projects, special events and sponsorship packages.

- Provided art direction and project management for interactive media and the post-production of broadcast media for the NBA, WNBA, NBDL and related sponsor initiatives.
- Developed digital strategies for internal and sponsored marketing campaigns.
- Served as lead manager on major company initiatives, such as the redesign of NBA.com and WNBA.com.
- Managed production staff of 10-12 designers for both interactive and broadcast design projects.
- Created new process and workflow for interactive graphic production, lowering production costs by 40%.
- Applied similar principles to broadcast graphic production and worked with the Creative Director to create a new department - NBAE Graphics. This new department significantly reduced overall production costs.

January 2000-December 2000

Project Manager, Marketing Group, environments, Inc., New York, NY

This full-service consulting and design firm helped technology startups build and grow their business.

- Managed the creation of brand identities and websites for clients.
- Worked with senior level management to create project timelines and schedules.
- Assisted Web design/programming groups with strategy implementation.

Education and Skills

School: Bachelor's Degree, Marketing and Advertising Communications, Fashion Institute of Technology

Web: Adobe Dreamweaver, Fireworks, Flash, XHTML/CSS/XML, Content Management Systems

General: Adobe Photoshop, Illustrator, Microsoft Word, Excel, PowerPoint, Access, Project, Visio

Additional: Experienced in SEO/SEM Strategy and Techniques, Analytics/Traffic/Tracking Software

References Available Upon Request