

REBECCA KIDDER

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SUMMARY

Over fifteen years of professional experience as a project manager of interactive deliverables. Department management of creative and engineering teams up to 20. Expertise includes cross-functional team facilitation, client management, technical strategy, process design, resource allocation, and technical writing. Capable of articulating complex technical requirements for account and creative teams and translating business requirements for development teams. Experienced in proactive project planning to ensure quality creative delivered on time and within budget.

EXPERTISE

- Project Management : Team Management, Schedule Development and Risk Assessment, Budget Management
- Communications: Account Management, Contingency Planning, Technical Vocabulary, Cross-Functional Facilitation
- Project Documentation: Technical Requirements, Functional Specifications, Information Architecture, User Flow Charts, Use Cases
- User Education: Training Materials Authoring, Course Leadership
- Software: Proficient in standard management applications on Windows, including Word, Excel, Project, Visio. Knowledgeable of major online development platforms and systems including .Net, PHP, AJAX, HTML 5, Flash, etc.

EXPERIENCE

5/10 - Present

DOREMUS

EXECUTIVE PRODUCER

[Doremus](#) is a global agency focused on B2B advertising. Hired to increase digital knowledge and institute process for all cross-disciplinary creative and production in the San Francisco office, I oversee creative of integrated campaigns, print and video deliverables, and facilitate the design and development of online advertising and websites. I hire, train and oversee interactive and broadcast producers on their projects and also handle complex technical projects as primary producer. I am instituting software services to support client presentations, internal project management, and version control. Notable clients include:

- [Corning Gorilla Glass](#)
- [HP IPG](#)
- Intel
- Logitech
- [Sage](#)

10/07 – 5/10**MCCANN WORLDGROUP**

SENIOR INTEGRATED PRODUCER

[McCann SF](#) includes both McCann Erickson and MRM Worldwide and is an industry leader in advertising. Working with large teams of expert contributors, I facilitated the design and development of websites, widgets, and online advertising. I oversaw producers on their projects and also handled complex projects as primary producer. Notable campaigns included:

- [Intel](#): website information architecture, design and development updates
- [Microsoft Office for Mac](#): website, online banners, and viral videos
- [Microsoft Office 2007](#): facebook applications, online advertising
- Microsoft [Windows Mobile 6](#): online advertising, website
- Microsoft Zune: online advertising
- Microsoft People-Ready Business: Fantasy Baseball applications, online advertising
- [Boys & Girls Clubs of America](#): website, online advertising and print
- [Bank on San Francisco](#): website and print collateral

10/04 – 10/07**MARKER SEVEN**

DIRECTOR, CLIENT SERVICES

Marker Seven, www.markerseven.com, provides design and development of Web applications, creative media and online advertising. As primary project and account manager, I handle all aspects of Interactive product delivery.

Sample client projects include:

- Blue Shield of California: Interactive Flash media, agent proximity search
- Cardinal Health: Flash, video and audio CME webinars
- Ghirardelli Chocolate: [Corporate Web site](#) and supporting creative
- Palamida: [Web site](#), Flash demos and microsities
- Real Age: Email campaign to drive users to online test
- Ritz-Carlton: Email marketing campaigns for Lake Tahoe properties
- San Francisco Education Fund: [Web site](#), microsities, e-card promotion
- Wageworks: Flash demo of offerings

9/03 – 12/03**PUBLICIS DIALOG**

PROJECT MANAGER

Publicis Dialog, www.publicis-dialog.com, is an international marketing agency. As a short-term contractor, I handled a few key projects:

- Microsoft Business Solutions: Online ad banners and microsite, interactive Flash movie for tradeshow
- Hewlett Packard: A microsite with tracking features to support an online advertising campaign for HP laptops
- Project OpenHand: Online banners to match print ads and billboards
- Publicis Dialog (internal): An interactive multimedia holiday CD-ROM

6/01 – 10/04**CONNECTED-DOTS**

PRINCIPAL AND LEAD PRODUCER

Connected-dots was a network of Interactive contractors, working together to meet the demands of larger clients. I managed client relationships, quoting and invoicing, project documentation, and development of web projects, drawing on the skills of designers and programmers. Key projects include:

- [Junior League of San Francisco](#): Online membership directory
- [Heidrick & Struggles](#): Intranet for executive assessment
- YourWebPromo: Template system for consumer websites

4/00 – 10/00	<p>EXACTLY! VERTICAL SENIOR PRODUCER</p> <p>Exactly! was a start-up which developed software to support professional photographers. Interested in experience on the client-side, I was responsible for the production and marketing of a new Web-enabled stock photography service, including:</p> <ul style="list-style-type: none"> • Documentation of business, marketing and technical specifications • Management of freelance designers and programmers • Focus group study of photographers to streamline business process • Survey of ad agency photo researchers to determine licensing needs
5/97 – 4/00	<p>BRAVO! MARKETING Bravo! Marketing was an integrated marketing agency: www.bravomarketing.com.</p>
2/98 – 4/00	<p>DIRECTOR, INTERACTIVE As executive contact on web accounts and direct manager of web designers and developers, I managed all Interactive projects. We produced online advertising, microsites, extranets and full Web sites. Highlights include:</p> <ul style="list-style-type: none"> • Heidrick & Struggles: Managed the first Extranet in the executive search industry and decreased the client's time-to-complete by half • Valueclick: Managed the brand, website and first set of ad banners for this industry ground-breaker (purchased by Doubleclick in 2007) • Hiway Technologies: Managed the "Every Six Minutes" campaign which was awarded The Most Recognizable Ad by consumers in 1999
5/97 – 2/98	<p>PRODUCTION MANAGER As Production Manager, I produced print ads and HTML and served as traffic manager. As primary client contact for printed and online design, I expanded the graphics department and allowed the young agency to provide industry-leading Interactive services to clients. Sample projects include:</p> <ul style="list-style-type: none"> • Hyundai Monitors: Print advertising campaign, website and print collateral • Critical Path: Identity design, website and corporate launch
1995-1997	<p>APRIL FOOL PRESS As co-editor of literary journal <i>obscure</i>, I provided writing, editing, page layout, production and promotion services. I also designed, developed and promoted our Web site, which received international recognition as one of the first e-zines.</p>
BOARDS	<p>SAN FRANCISCO WOMEN ON THE WEB PRESIDENT: 2003 - PRESENT; VICE-PRESIDENT: 2001-2003 A NON-PROFIT TO SUPPORT WOMEN IN TECHNOLOGY WWW.SFWOW.ORG</p>
EDUCATION	<p>JOHN F. KENNEDY UNIVERSITY, CALIFORNIA B.A. in Liberal Studies</p>