

Adam Wilson

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Experience

Ralph Lauren Global Site Team, New York, NY, April 2012 - Present

Digital Producer/Project Manager

Responsible for the successful delivery of complex interactive projects, spanning editorial, marketing and advertising initiatives. Facilitate projects from concept to final deployment with business, creative, development and technical representatives. Create and implement new processes in an effort to streamline workflows. Work alongside outside vendors and freelancers to create immersive experiences and drive brand awareness through editorial content.

- Project lead on The Dog Walk; a global initiative in partnership with the ASPCA. Including 3D video animation, a full site experience, global media campaign and a New York Times takeover
- Managed complete template overhaul of the RL Style Guide and Magazine, built on the Sharepoint platform
- Produced editorial content in four languages and managed translation budgets and submissions; increased translation threshold while minimizing costs
- Gained full control of editorial budget, increased content creation, incorporated shopability into content and maximized efficiency
- Developed scope documents, project plans, budget projections and monthly cost vs. estimate meetings
- Set up vendors, paid invoices, acquired image rights, coordinated photo shoots with studio

Next Street Agency, New York, NY, March 2011 - April 2012

Digital Producer

Launched all client digital campaigns. Collaborated with design, development and account management to meet client needs. Involved in all aspects of the development cycle; including wireframing/ux, design, video production and animation.

- Managed full website redesign, including custom CMS and major data migration for a non-profit news organization
- Built recruitment site for one of the world's leading consulting firms
- Built a higher-education site for the National Institute of Health using video modules and online assessments to deliver curriculum and training for medical professionals
- Created and managed production schedules and development processes

Interactive One, New York, NY, April 2009 - February 2011

Web Producer/Product Manager

Responsible for launching sales and marketing campaigns on company hosted websites. Active throughout all aspects of the development cycle. Led cross-functional team composed of a Software Engineer, Front-End Developer, User Experience Designer and Quality Assurance employees to create products living on company's largest social network.

- Worked on all direct sales campaigns; which generated over 50% of the company's direct revenue for the year, ranging anywhere from \$10,000 to \$300,000 per campaign
- Launched volunteer based website from initial concept to full site implementation. Partnered with third-party volunteer company to implement volunteer software
- Created business cases and budget projections for executives in an effort to create new products and product iterations on the company's websites
- Represented product team at meetings to provide product status to company executives on a weekly basis
- Managed the launch of new instant message product in partnership with a third party company

MTV Networks Creative Services, New York, NY, June 2007 - January 2009

Multimedia Producer

Lead CSS and Flash developer. Represented the Multimedia Team during planning of projects.

- Flash developer for the TCA(Television Critics Association) website
- CSS developer across multiple internal projects and live-stream events
- Produced and developed department portfolio website
- Trained and managed interns

Education and Recognitions

Ohio University, Athens, OH

Bachelor of Science in Visual Communication, *Cum Laude*, 2007

Major: Interactive Multimedia

Minor: Business Administration

CLIO Image Award - Grand Jury Winner, 2014

Partnerships & Sponsorships - Ralph Lauren: The Dog Walk Campaign

Webby Award - Official Honoree, 2014

Interactive Advertising & Media/Display & Banner Advertising - Ralph Lauren: The Dog Walk Campaign

CTAM Mark Award (Silver), 2008

Internal Marketing - All Other Media - MTV Networks Office of Global Inclusion Website

Eagle Scout, 2001

Software

Graphic Design and Digital Imaging: Adobe Illustrator, InDesign, Photoshop, Bridge

Web Design: Adobe Flash, Fireworks, Dreamweaver

Web Development: Actionscript, CSS, HTML

Digital Video: Final Cut Pro, Maya, After Effects

Web Analytics: Omniture, Google Analytics

Microsoft Office: Word, Excel, Powerpoint

Volunteering

Minds Matter, New York, NY, September 2008 - October 2013

A not-for-profit organization whose mission is to transform the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for college success.

Volunteer Interview Committee Member - 2013

Interviewed candidates who applied for and were interested in joining the organization.

- Conducted in-person interviews to screen applicants to make sure they are a good fit for the program, provide oversight into the program and sell the organization to the interviewer
- Once completed, I briefed the Volunteer Recruitment team on my assessment and answered any follow up questions coming from the assessment

Team Leader - 2010 - 2013

Worked alongside six students, 12 Mentors (two mentors per student) and two Writing and Critical Thinking Instructors during Sophomore, Junior and Senior years. Sophomore and Junior years were devoted to SAT/ACT Prep and Summer Program applications, along with other various school skills. Senior year was devoted to College, Financial Aid, and Scholarship applications.

- Ran every Saturday session based on a lesson plan, mid-week check in's with the overall team and individual check-ins with each student/co-mentor pairings (variance depended on time of year and need of the student)
- Ran interference and mitigated conflicts as they arose to ensure fast resolution
- Worked alongside students to inform and make the best decisions based on program acceptance, particularly during senior year when financial aid, scholarships and grants became a deciding factor
- Reported directly to the co-program directors

Mentor - 2008 - 2010

Worked along with co-mentor and student to apply to a wide range of summer programs during Junior year of high School. While Senior year was devoted to College, Financial Aid, and Scholarship Applications.

- Checked in weekly with student to discuss upcoming deadlines and keep work on track
- Assisted in summer program, college, scholarship and financial aid applications
- Worked alongside student to inform and make the best decisions based on program acceptance
- Reported directly to the team leader