

# Adam Wilson

116 John Street, Apt 3104  
New York, NY 10038

www.adambwilson.com  
wilsab@gmail.com  
419-704-8664

## 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

*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

*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
- 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

## 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*

## Software

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

**Web Design/Development:** Adobe Flash, Fireworks, Dreamweaver, Actionscript, CSS, HTML

**Digital Video:** Final Cut Pro, Maya, After Effects

**Web Analytics:** Omniture, Google Analytics

**Microsoft Office:** Word, Excel, Powerpoint