

Aurelio D'Amico

47 Cliff Street, Lynn, MA 01905 • aurelio@aureliodamico.com • 781-632-4495

My Objective

A position as a **Director of Interactive** or **Executive Interactive Producer** that gives me joy, contentment, and allows me to work with and nurture highly motivated and successful creative marketing teams.

My Talents

I routinely deliver solid, timely, on-budget work. I excel in site development, online media campaigns, and content management. I have priceless experience repositioning established brands and launching new products.

The Work I'm Most Proud Of

Director of Interactive • Walden Media • April 2006 - Present

- Directed all interactive initiatives for Walden Media, including Walden.com and major film interactive projects
- Managed budgets for interactive development
- Managed vendors for all interactive development and print educational guides
- Co-ordinated multiple project managers and three direct reports (Interactive Producer, Java Developer, Database/Infrastructure Admin) for integrated interactive activities across film properties
- Created web traffic and optimization reports for various sites, as well as SEO recommendations
- Managed content and content teams, and integrated grass-roots techniques to further content and objectives
- Administered MySQL databases for numerous websites
- Managed e-mail campaign system to produce email newsletters and campaigns to over 200K member list
- Developed an online community for Walden.com, The Amazing Change, and Amazing Grace
- Migrated existing Oracle platform to MySQL/PHP environment
- Lead redesign of Walden.com, and lead builds for amazinggracemovie.com, amazinggracesunday.com, theamazingchange.com, charlotteswebresources.com, charlotteswebbarr.com and waldenscreenings.com

Senior Interactive Producer • Mullen Advertising • December 2005 – April 2006

- Scoped, set and delivered schedules, budgets and expectations for multiple teams and clients
- Participated in the strategic development of new business
- Ensured that proposed creative concepts were produced within client-specified timeframes and budgets
- Worked on clients such as GameTap and the Magazine Publisher's Association, and also pitches for GM and Fidelity

Senior Interactive Producer • Arnold Boston • September 2003 – December 2005

- Scoped, set and delivered schedules, budgets and expectations for multiple teams and clients
- Routinely procured the most innovative creative, production and vendors available for greater resonance
- Participated in the strategic development of new business
- Responsible for the one-on-one management of client needs and expectations
- Ensured that proposed creative concepts were produced within client-specified timeframes and budgets
- Assisted in training producers, associate producers and assistants
- Delivered award-winning interactive for clients including RadioShack, Fidelity, Royal Caribbean, CruisingPower, Goodyear, Teradata and TAG (Gillette)

Integrated Team Manager • Circle.com Boston • June 2000 – July 2003

- Managed development and production accounts including Talbots, Royal Caribbean, Verizon and new business
- Coordinated consulting, technology, creative and media to work together to maximize productive work from concept to launch
- Managed production, layout, site mapping, project planning, estimates, user and client documentation, e-mail broadcasting and on-line media specifications
- Designed, developed and delivered an account status update tool (in CFML) that was later deployed across all accounts to better manage status of projects and client expectations, which improved team efficiency

In My Back Pocket

2005 Web Marketing Association "Outstanding Achievement in Website Development Award" for Goodyear Garage, TAG, and OralB Rembrandt.

My Past Lives

Owner and Lead Designer of Mage Studios Web Design (check out my stuff at aureliodamico.com) • Web Design Instructor at CompUSA (97-98), Northeastern (99-04), BU (01-03) and Clark University (98-00) • Network administrator at Fulfillment America (96-97) • High School History Teacher at Gloucester High School (93-96) • Legal Specialist for the Army National Guard (87-94)

Education

University of Massachusetts at Boston • 1993 • BA in History and Political Science; Minor in Education, certified instructor in Massachusetts

Did I mention I'm good with computers?

HTML / DHTML / CSS • ColdFusion (CFML) & MySQL • Microsoft Office • Macromedia Dreamweaver • Computer Repair & Maintenance (A+) • Adobe Photoshop • Adobe ImageReady • Computer Networking • Adobe Acrobat • Windows 95/98/ME/2000/XP (Professional & Server) • IIS 4 & 5 • WebTrends • Intercontent Tracking System • DoubleClick DART

Here are some of the things I love

My three beautiful daughters • My stubborn but loveable wife • The Patriots • Motorcycles • Cooking • Did I mention The Patriots?