

Aurelio D'Amico

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My Objective...

A Director of Integrated Production position at a thriving advertising agency that gives me joy, contentment, and allows me to create and nurture highly motivated and successful creative marketing teams and strong vendor partnerships.

My Talents...

I routinely deliver solid, timely, on-budget work. I excel in site development, content management and online media campaigns. I have priceless experience repositioning established brands and launching new products, as well as choosing the right tool (technology) for the right job (project).

The Work I'm Most Proud Of...

Director of Digital Production • Allen & Gerritsen • December 2007 - present

- 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
- Trained entire agency (80+ staffers) on topics such as media campaigns, interactive development, interactive video, and blogging for a-g.com
- Delivered award-winning interactive for clients including Keane, Waters, Berklee College of Music, New England Baptist Hospital, Tonneson, MFS, USDC, and 99 Restaurants

Director of Interactive • Walden Media • April 2006 – December 2007

- 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
- Co-ordinate multiple project managers for integrated interactive activities
- Created web traffic and optimization reports for various sites
- Managed content and content teams
- Administered MySQL databases for numerous websites
- Managed e-mail campaign system to produce email newsletters and campaigns to over 200K members
- Developed an online community for Walden.com, The Amazing Change, and Amazing Grace
- Migrated existing Oracle platform to MySQL/PHP environment

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, Cruising Power, 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. 2009 Web Marketing Association Awards for United States District Court website. Internet Advertising Competition “Best Educational Website” for BerkleeValencia.org.

My Past Lives...

Owner and Lead Designer of Mage Studios Web Design (check out my work 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 Massachusetts 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 Public School System

Did I mention I'm good with the tools of the trade?

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 • The New England Patriots • Motorcycles • Cooking • Did I mention The Patriots?

Recommendations...

Here are some quick recommendations from my Linked In profile at <http://www.linkedin.com/in/aureliodamico>. I can provide more formal recommendations upon request.

Director of Interactive at Walden Media

“Aurelio is a real find. He has deep domain expertise in the interactive/internet advertising markets and knows all the right players, small to large, with whom to do business. He is a very tough but fair negotiator, knowing which issues are important in advance. He was a real pleasure to work with as a client, and I am sure that goes double for his internal colleagues.”

December 11, 2007

Dimitry Herman, Partner, Hinckley, Allen & Snyder LLP

“Aurelio is a diligent, knowledgeable and friendly person. He works hard to make sure that projects get done on time.”

June 21, 2007

Alexander Rogachevsky, J2EE UI Developer, Walden Media - worked indirectly for Aurelio at Walden Media

“Aurelio D'Amico is an excellent manager and an appreciated colleague. As Director of Interactive at Walden Media, he works tirelessly to get projects done on time and on budget. He is amazing to work with, with a great demeanor and a talent for recognizing and putting to best use the strengths of his team.”

May 3, 2007

Sue Edelman, Interactive Producer, Walden Media - reported to Aurelio at Walden Media

Senior Interactive Producer at Arnold Advertising

"We hired Aurelio to manage some challenging projects. He proved that he is thorough, diligent and great with clients. His knowledge of the interactive and technology space is deep. (He also writes a mean excel formula!) He's a good mentor with junior co-workers- patient and approachable. All this, and he's also a great guy to hang out with."

July 5, 2007

Jennifer Iwanicki, Vice President/Group Head Producer, Arnold Worldwide - managed Aurelio at Arnold Advertising

"When the work volume is high and the client's expectations are even higher, Aurelio is someone in which you can trust to make it happen and be on target. While working together, he managed to keep the cross-functional team informed and on task. It was a pleasure to work with such a professional and valuable team player."

June 25, 2007

Sophia Cigliano, Management Supervisor, Arnold Worldwide - worked with Aurelio at Arnold Advertising

"Aurelio is a true team player. He has the ability to seamlessly transition from client to client--and provide incredible ideas, technical advice and manage junior Interactive Producers all at the same time. Amongst other reasons, I think this ability has helped him to gain a lot of respect from his peers."

June 19, 2007

Scott Savitt, VP, Director of Interactive Operations, Arnold Worldwide - worked with Aurelio at Arnold Advertising

"Aurelio is a very easy person to work with. I should know... we've worked on numerous projects together. He knows how to give people the space and resources they need to be successful. He knows deadlines; he knows what's reasonable and what's ridiculous without having to be told. His charm and personality are his greatest asset since he can get anyone to do anything and they'll do it with a smile. Basically, what it comes down to is, he knows how to do his job really well and he gets it."

June 18, 2007

Steve Skroce, Multimedia Developer, Arnold Worldwide - worked directly with Aurelio at Arnold Advertising

"Aurelio's depth of experience as a Senior Interactive Producer served him well overseeing large web development projects (among others) at Arnold. He's a strong moderator and negotiator, and understands the nuances of putting together large budgets accurately. I learned a great deal working under him on OralB/Gillette."

June 18, 2007

Laura Dunn-Mark, Interactive Producer, Arnold Worldwide - worked indirectly for Aurelio at Arnold Advertising

Interactive Instructor

"Aurelio was a highly valued instructor at Clark CCI. His enthusiasm and expertise was always apparent to students and colleagues. Putting Aurelio in any course schedule was a guarantee for success!"

January 26, 2008

Jody Epstein, Senior Program Manager, Clark University CCI - worked directly with Aurelio at Clark University