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PointRoll Rich Media - Creative Project Manager

Los Angeles, California / 2007 - Present

- Primary creative-side recipient for all new West Coast Service Rich Media requests
- Ensures that all associated assets, instructions, and deliverables are complete, prompt and accounted for
- Acts as owner and expeditor of the West Coast division creative task list by assessing requests and proactively communicating with team of designers, and ensuring quality standards
- Serves as the primary liaison between Account Managers, Campaign Managers, Production Engineers and Creative Team in order to guarantee that all creative is delivered in a timely and efficient manner
- Creates and enforces project schedules, ensuring that all internal parties are meeting their deadlines, milestones to meet launch dates effectively
- Ability to meet aggressive deadlines and prioritize workload per project
- Team lead to work with and direct Creative Designers to outline the necessary tasks and propose schedules
- Performs all final quality checks on completed creatives prior to client release and final production engineering
- Reports on and maintain all internal communication and materials regarding client projects and tasks

Bold New World - Web Producer/Consultant

Los Angeles, California / 2006 - 2007

- Developing an understanding of the client's business, brand, competitive and industry imperatives to craft successful online experiences
- Leading major meetings, work sessions, and initiatives as it pertains to accomplishing client or project objectives
- Administrative Management of numerous website Content Management Systems for editorial and media updates
- Execute and deploy marketing efforts (email campaigns, newsletters and viral marketing) through GOTmail, DARTmail or proprietary email deployment application
- Collaborating with creative and technology teams to identify all materials and resources needed to successfully complete project and assign individual tasks appropriately (Engineering, Design, Content, Integration and QA)
- To evaluate and categorize the quality, profitability, staffing, budgeting, deliverables and timeliness for each project and make adjustments for improvement as needed

Primedia Enthusiast Media - Senior Creative Project Manager for Online and Print

Los Angeles, California / 2005 - 2006

- Project Manager responsible for the creative execution (copy, design, branding, HTML and Flash) of internet subscription programs across the Automotive, Quilting/Craft, Sport and Motorcycle publications
- Evaluate objectives and develop creative strategies for online marketing promotions and incentives
- Measure performance click to order conversion of new marketing programs using corporate web metrics standards
- Write copy, design creative for all new campaigns (online ads, banners, and emails) in order to increase response
- Target demographic profiles across multi-products and generated ideas to test across the related publication(s)
- Provided supervision and leadership to a team of designers
- Successfully leveraging learning across markets and media in order to drive subscription growth
- Scheduled and coordinated workflow to meet timely deadlines

Big Happy Monkey (Personal Freelance Company) - Director

Los Angeles, California / 2003 - 2005

- Strategic development of content and copy for creative branding, retention programs and online offers
- Providing marketing solutions for online campaigns (emails & banner ads), website designs and logo development
- Strong customer focus and a sincere desire to provide outstanding support and services

eUniverse/CupidJuction (Intermix Media) - eCommerce Designer

Los Angeles, California / 2002 - 2003

- Designed, developed and managed eCommerce heavy websites
- Creation of cutting-edge promotional email campaigns (banner ads, skyscrapers, content flow and interface pages)
- Strategic development of content and copy for creative branding, retention programs and online offers
- Providing marketing solutions for online campaigns (emails & banner ads), website designs and logo development
- Worked with the reporting group to develop reports to monitor website behavior and email campaigns

HALO Branded Solutions - Creative Operations Manager

Niles, Illinois / 2000 - 2001

- Creative Operations Manager of Fortune 500 Internet stores and web retail promotional programs
- Managed all creative development and production of intranet sites
- Web Content Manager of website deliverables
- Documented all aspects of client-side network integrations and design/layout solutions
- Prepared long term plan for Website development, including standards and guidelines for tactile deployment

Education

June 1993 / **The School of the Art Institute - Teaching Certificate**

June 1992 / **DePaul University - Bachelor of Arts in Fine Art**

Software Skills - Adobe CS Suite / MS Office / Mail Deployment Applications / Web Analytics Applications

Full Portfolio and References are available upon request