

Jack Rudy

Advertising • Marketing Strategy • Product Management • Project Management • Social Media
671 Green Street San Francisco, CA 94133 323-528-0903 jackrudy@gmail.com

Jack Rudy is an accomplished, effective, award winning business and marketing leader both domestically and globally. He is a seasoned leader at building high performance teams from the ground up, gaining recognition for his program management and account growth of digital, print, TV and social campaigns for the top brands in entertainment and consumer products: Disney, Universal, Sony, Showtime, CBS, Miramax, PBS, Intel, Lexus, Wells Fargo, Dole, and Honda.

Jack has an impressive wealth of skills – both technical and creative – which is essential to the success of most projects that require communication across a variety of disciplines -- ecommerce, content marketing, personalization and optimization, media buying, development, and ultimately a story that resonates with the customer.

Jack's education includes a Bachelor of Arts degree earned at University of California Berkeley and a law degree earned at Whittier College of Law.

Jack's objective is to join a growing team and apply his creative and technical skills to enhance programs, grow new ones, and manage teams of talented, enthusiastic people. He is open to relocation.

Career History:

Merkle 6/2014 – 8/2015

Senior Project Manager

Merkle is a \$500M performance-marketing agency that implements personalized experiences and platforms that drive measurable business results. The focus of my role at Merkle was leading a multi-disciplinary group in defining and operationalizing their burgeoning personalization and optimization capability, and then leading a multi-disciplinary personalization practice across a geographically dispersed and highly matrixed organization.

Covario (iProspect) 11/2013 – 3/2014

Senior Producer (contract)

Creative Services department program management. Testing-based optimization of Landing Pages for paid search digital campaigns. Significantly improved user conversion rates. Clients: McAfee, Intel, CA Technologies, Meredith, Panasonic.

True Action (eBay) 5/2013 – 8/2013

Senior Producer (contract)

Program management and project planning for the product launch of Wells Fargo Small Business. Developed and ran the integrated project and communications plan (website, content marketing webisodes, digital ads, print ads, TV ads, contest, social media, in-store, diversity and media).

Something Massive 8/2011 – 11/2012

Senior Producer, Accounts Director

Advertising account management and project planning and management of social, online, print, and gaming campaigns. Created and ran mobile games division. Key projects: Red Bull Formula One racing game for iPhone, iPad, Android (over 1 million downloads). Hennessy comprehensive social media campaigns.

FiveByFive 10/2010 - 07/2011

Executive Producer (contract)

Campaign development (goals, budget, schedule, and scope) for integrated campaigns (web, print, broadcast). Also, creative development and management of live action video for web and broadcast. Extensive content strategy development for social media
Accounts and Campaigns:

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- Dole Foods – (FiveByFive) Social media content strategy
- CBS Television – Broadcast television creative development. Music supervision for primetime network telecast.

The Famous Group 3/2010– 11/2010

Senior Producer (contract)

Project planning (goals, budget, schedule, and scope), oversight of interactive project development, process and resource management. Also, creative development and management of live action shoots, talent issues and licensing technologies. Maintained relationships with internal teams (from production to content management to developers to the creatives on a project) as well as external contractors.

Accounts and Campaigns:

- Ford/Lincoln – MXK new model release campaign. Managed internal and external teams from pitch through development and delivery.
- Pinnacle foods – Hungry Man TV Dinners. Produced integrated social media campaign - video, iphone, Facebook, youtube, print.
- Lexus – CT200h New model release campaign.
- Napa Auto Parts – Facebook sweepstakes application.

Ground Zero Advertising 2/2009- 3/2010

Director, Digital Services

Traditional advertising agency transition into digital. Accountable for all digital projects and overall client satisfaction. Worked closely with cross-functional team resources. Ensured all projects were staffed appropriately so that solutions were delivered on time and on budget according to defined scope, timeline and cost. Teams focused on all aspects of digital marketing including business and marketing strategy, online advertising, integrated social media campaign strategy and management, website and application development, systems integration, and emerging technologies.

Accounts and Campaigns:

Ditech Insurance. 2K Video Games. Oberto Beef Jerky. ESPN-Espy Awards. Calif. Dept. Health – Anti-Smoking. Pinky Vodka. Mercury Insurance.

Trailer Park Agency 8/2007- 1/2009

Senior Producer

Marketing strategy, creative development and implementation of online marketing campaigns for leading branded entertainment clients. Defined deliverables and milestones from concept through completion. Oversaw creative, production, and quality assurance teams. Responsible for project scoping, budgeting, scheduling, risk analysis, tracking, reporting, cost management, and change management. Worked closely with, and led account management teams – developing strategy, increasing account revenue, and securing new accounts. Maintained daily communication with clients' brand marketing, production and technology counterparts and managed vendor relationships.

Accomplishments:

- Produced over thirty successful strategic integrated marketing campaigns, web development projects, flash games, widgets, and banner campaigns from inception to completion for Hollywood studios (Disney, Warner Bros, PBS, Paramount, Universal, Focus Features, MGM, Fox)
- Produced the 2008 Web Marketing Association Outstanding Web Site, Sinatra.com.
- Directed the design and development of large scale content management systems, community applications, and ecommerce applications.

Deadline Advertising 11/2005 – 5/2006

Senior Producer (contract)

Entertainment industry, planning management and development of web sites and web applications. Led strategic and tactical direction of web site development teams. Scope, schedule, budget of projects per PMI / Agile Scrum methodology.

Accounts: Mattel, Disney, Touchstone, Miramax, Universal, New Line, Sony.

R22 Studio 11/2001-10/2005

Production Director / Senior Producer

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Led multidisciplinary online marketing teams for entertainment and consumer product industry clients. Responsible for new business, growing existing accounts, and managing project teams. Projects included online advertising and web site development, CRM, and database marketing .

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Nexgenix 1/2000 -12/2001

Director of Production

Managed web production division of leading web services company. Most project budgets over \$5 million.
Accounts: Hewlett Packard, H&R Block, Del Monte.

Interactive Video Technologies 1/1999-12/1999

Director of Production / Business Strategist

Streaming video content marketing startup. Led creative and technology teams in development of entertainment and education focused web sites based on proprietary platform. Strategic business planning and development culminating in successful merger with Softcom.

The Walt Disney Company 1/1997-12/1999

Senior Online Manager

Defined and led Disney's first online technology team. Scoped, scheduled and budgeted all new web-based applications. Editorial approval of all digital content. Ensured consistent branded user experience. Managed multiple application development teams. Initiated and coordinated employee training programs.
Accomplishments:

- Designed and deployed the Disney Television Animation intranet.
- Integrated existing database and video-conferencing systems into a central network enterprise.
- Significantly improved the digital animation production process using innovative web-based applications for messaging, localization, video previewing and approval, security, and training.

Rubin Postaer & Associates 12/1996-10/1997

Designer / Programmer / Producer

Traditional advertising agency transition to digital. Creative design and coding of web sites and online banner advertisements.

Accounts: Honda, WebTV, Sony, AOL, USA Today, Cathay Pacific.

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Education:

- University of California Berkeley- Bachelor of Arts, Rhetoric 1988
- Whittier College School of Law-Los Angeles, California- Juris Doctor 1992
- Art Institute of Los Angeles:
Adjunct Professor, Theory & Practice of Web Design
Board of Directors- curriculum committee 2000-2001

Certifications:

- Google Analytics -- 2015
- Apple Computer- Service trained and certified -1992-1994
- Brainbench: Project Management Certification 2005, 2006
- Microsoft Project 2000-Certification 2000, 2006
- University of California Los Angeles
Information Technology Management - Designing Visual Interfaces
User-Centered Prototyping - Process & Product 1998

Skills - Keywords:

- Full lifecycle project management / PMI / Agile Scrum
- Project scope and requirements
- Budgeting and cost control
- External partner/vendor relationship management
- Procedure / process restructuring
- Team-building and leadership
- Skilled presenter
- New business acquisition
- Multi-channel content strategy
- Campaign development
- Rich media banner advertising
- Social media management
- Usability assessments and testing
- Content management systems CMS
- Email marketing
- Mobile optimization
- Acquisition and retention loyalty programs
- Search engine optimization SEO