

## **Gregg Zissman / Los Angeles, California**

*A unique brand of Designer meets Organizational mastermind with over 10+ years of outstanding teamwork experience. Seasoned with enthusiastic inter-personal skills, is equipped to resolve barriers to success through clear plans of action, creative problem solving and is able to recommend solutions in a creative environment. Uses business logic and technical/creative experience to identify, propose, develop, create and deploy set objectives to meet strategic business goals. Management skill set not limited to: full site/app production, SEO enhancements, marketing, branding, user experience, team leader and mentor. A record of successful results in a dynamic workplace with challenges. Enjoys listening to new ideas and caring about work being produced.*

### **Software Skills**

*Adobe CS Suite / MS Office / Atlassian Software*

### **Honors and Awards**

*NFL Exemplary Employee Recipient (2012)*

### **BermanBraun Digital - Head of Digital Product Operations**

*Santa Monica, California / 2013 - Present*

- Established, documented and set forth standardized internal Business workflows and practice across entire Digital Department, to meet strategic goals and proper departmental communications.*
- Develop and manage a highly effective operations team and ticketing application platform for in-house (Design, Front-End, Back-End & Infrastructure) and remote team members.*
- To lead Operations and work in tandem with product development and sales teams to launch new site products (MSN Wonderwall, AOL Moviefone, MySign, AOL Tested and AOL Mandatory).*
- Develop, refine, and monitor internal Operations performance, to evaluate project progress to plan, and initiate actions to address roadblocks and delays.*
- Weigh priorities and manage the operational backlog.*
- Accountability for Design/Engineering deliverables of desktop, mobile and apps, on-time & trouble free.*
- Trainer for reporting systems, workflow management and business protocol.*
- Consolidated all extraneous Project Management software and cloud services to respective single platforms.*

### **NFL.com Digital Media - Manager of Creative Operations**

*Los Angeles, California / 2008 - 2013*

- Producer of Creative development and deployment of NFL's Premiere Event websites (Super Bowl, Draft, Combine, Pro Bowl, Kickoff and Fantasy), New Product (Video, Mobile, Apps), Special Events (Schedule Release, Game Center, Subscription Products, NFL Network, Blog Content, NFL Marketing and Sales) and all of NFL Clubs Sites.*
- Institute project workflow for creative standards and objectives across all disciplines of NFL.com/NFL Club Sites.*
- Creative liaison between Corporate NFL Marketing teams and in-house NFL Creative team (Design and IA) by managing internal and external expectations on revolving online objectives.*
- Set expectations and delegate Creative direction with third-party vendors for Marketing, App Development and Subscription campaigns.*
- Prioritizing targeted creative to the appropriate team members (Design and IA) for on-time delivery.*
- Facilitate design protocol reviews and assess project risks as they relate to milestone deliverables.*
- Creative Producer for all NFL's "Special Digital Projects", with third party vendors.*
- Proactively conceptualize and develop cross promotions with other NFL divisions on behalf of NFL.com digital brand.*
- Managed, trained, reviewed and recruited upcoming Creative talent.*

### **PointRoll Rich Media – Sr. Creative Project Manager**

Los Angeles, California / 2007 - 2008

- *Lead Creative recipient for (West Coast Service) Rich Media requests (apple, Lionsgate Entertainment, Discovery Channel, Universal Studios Home Entertainment, Fox Entertainment, Nickelodeon, Paramount Pictures, and Nissan).*
- *Ensured that all associated assets, instructions, and deliverables are complete, corrected and accounted for before work has commenced.*
- *Priority Manager of daily Divisional Creative list to proactively communicate escalations and resolutions to Account Managers, Campaign Managers, Production Engineers and Creative Team.*
- *Creates and enforces project schedules, ensuring that all internal parties are meeting launch dates in an efficient manner.*
- *Ability to meet aggressive deadlines and prioritize workload per project with a high success rate.*
- *Quality Assurance on all final creatives prior to final client release.*

### **Bold New World - Web Producer/Consultant**

Los Angeles, California / 2006 - 2007

- *Project Management of numerous website Content Management Systems for editorial and media updates.*
- *Execute and deploy marketing efforts (email campaigns, newsletters and viral marketing) through proprietary email deployment applications.*
- *Developing a strategy for a client's business and brand, to be a competitive successful online experience.*
- *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, staffing, budgeting, deliverables and timeliness for each project and make adjustments for improvements.*

### **Primedia Enthusiast Media - Senior Creative**

Los Angeles, California / 2005 - 2006

- *Senior Designer of online subscription programs across the Sport, Automotive and Motorcycle publications.*
- *Evaluate objectives and develop creative strategies for online marketing promotions and incentives.*
- *Measured CTR conversion of new marketing programs to reevaluate and improve ad performance.*
- *Target key demographics across multi-products to generate cross-promotional campaigns.*
- *Provided supervision and leadership to a team of designers.*

### **Big Happy Monkey (Personal Freelance Company) - Creative Director**

Los Angeles, California / 2000 - 2005

- *Creative Director of content, branding, and retention programs for new sites.*
- *Designing marketing campaigns, websites and logo development.*

### **eUniverse (Intermix Media) - Senior Designer**

Los Angeles, California / 2002 - 2003

- *Designed for eCommerce heavy websites and ad widgets.*
- *Executed and created successful promotional marketing campaigns.*
- *Worked with the SEO team to analyze reports of website behavior and email campaigns.*

### **Education**

*The School of the Art Institute - Teaching Certificate (Masters Program)*

*DePaul University - Bachelor of Arts in Fine Art*

*Six Sigma Training*

**References are available upon request**