

WORK HISTORY:

Newsweek- Advertising Operations Specialist; New York, New York 2010-11 <http://www.newsweek.com>

- Advertising campaign management: trafficking, pacing, optimization, and reporting of online and video campaigns in DFP.
- Partner with Account Managers to maintain advertiser client relationships and maximize campaign performance.
- Evaluate and test all ad creative for compliance of outlined site specifications as well as functionality.
- Troubleshoot ad creative issues that affect tracking, implementation, and/ or reporting.
- Traffic and implement 3rd party tracking to support specific requirements of an insertion orders.
- Perform regular quality assurance/quality control checks on client campaigns to ensure they are running as contracted.
- Compile screenshots for various campaigns and sponsorship opportunities.
- Monitor site / position architecture and document key changes and actionable insights.

Bennington College- Digital Arts Technician; Bennington, Vermont 2007-10 <http://www.bennington.edu>

- Management of the Visual Arts/Video/Animation and Physical Computing Studios, IT Director for VAPA
- Taught fine arts portfolio class for junior and senior visual and performing arts students
- Director of large format print studio; color correction and matching
- Designed, maintained, developed and updated websites for Faculty and the department.
- Faculty liaison for final project troubleshooting and technology integration

Sagatiba LLC-Technology Advisor: New York, New York 2007 <http://www.sagatiba.com>

Technology consultant; established the local area network (LAN), provide full tech-support for wireless and desktops, site optimization.

Studio Aquatic LLC- Creative; New York, New York 2005-11 <http://www.studioaquatic.com>

Marine sustainability and preservation project, An attempt to re-establish the maritime traditions of narrative, online media experimentation

TISCH School of Art: ITP-ER Equipment/Facility Technician 2005-07 <http://www.itp.nyu.edu>

Equipment Room maintenance, check-out, and tech support for the Interactive Telecommunications Program.

THINK MONSTER LLC- Marketing Manager/Copywriter Atlanta, Georgia 2000-02 <http://www.thinkmonster.com>

Office management, branding, copywriting, and launch management; logo design, press kits, collateral, printing, and campaign design

CONTENTS Magazine: Deputy Editor Savannah, Georgia 1999

Transcription and editing of all text in the magazine, layout.

PROFICIENCIES:

CS5/ FC Pro/ Pro Tools/ HTML/ CSS/ OS X/ VISTA/ Office
Copywriting: Technical/ Marketing/ Collateral/ Branding/ Creative
Management: Campaign/ Traffic/ Reporting/ Presentation/ Account
Design: Digital/ Print/ Environmental/ Prototype/ Fabrication
Wiring: Arduino/ Physical Computing/ Sensors

EDUCATION:

NEW YORK UNIVERSITY: TISCH SCHOOL OF THE ARTS; New York, New York 2006
Interactive Telecommunications Program (Masters of Professional Studies)

BIELLENBERG INSTITUTE AT THE EDGE OF THE EARTH; Camden, Maine 2004
Project M Guanacaste, Costa Rica

UNIVERSITY OF MAINE; Orono, Maine
B.A. English/Art History

PORTFOLIO:

<http://www.prestonnoon.com>