

:: <http://wanderingrabbit.com> ::
:: phaedra@wanderingrabbit.com ::
:: 917.921.8875 ::

Phaedra Riley


SKILLS ::

:: Animation
:: CMS/CMA Use & Design
:: Collaboration
:: Communication
:: Content Creation
:: Copy Writing/Editing
:: Illustration
:: Interaction Design
:: Multi-tasking
:: Online Publishing
:: Problem Solving
:: Project/Technical Management
:: Reverse Engineering
:: SEO
:: Site Analytics
:: Trouble Shooting
:: Video Editing

MULTIMEDIA ::

:: AfterEffects
:: Director
:: Dreamweaver
:: FinalCutPro
:: Flash
:: Google Docs
:: ImageReady
:: MS Office
:: OmniGraffle
:: Photoshop
:: Proce55ing
:: QuickTime

EXPERIENCE ::

 :: May '10 – Present

Freelance. New York, NY.

Gin Lane Media: Consultant primarily focused on technical issues, information architecture, user experience, project management, and client management/business development.

Official Site: [Gin Lane Media](#)

Omnigon Communications, LLC: Copywriter creating all text for site re-launch including new company tagline, copy deck, emails, tweets, registration language, etc. Also created and edited copy for physical kiosk displays. Updated Photoshop mocks, HTML & .NET as needed for internal and client review.

Official Site: [Omnigon](#)



:: Mar '09 – Apr '10

Six Apart, Services. New York, NY.

Project Manager: Managed web development projects, primarily using Movable Type, for clients ranging from magazine sites to high traffic blogs to a public television network. Responsible for all deliverables as well as creating schedules, managing core and auxiliary designer & developer teams, and liaising daily with clients on status and issue resolution. Worked closely with clients and internal teams establishing scope, identifying deliverables and creating SOWs and change orders. Participated in design and IA phases with critical feedback and wireframe creation and review; also responsible for triaging bugs, creating documentation, providing client support and launching sites.

Clients: [American Solutions](#), [Consumerist](#), [KCET \(PBS\)](#), [MSP Magazine](#), [GEI \(News Corporation\)](#), [OceanUp](#), [Paper Magazine](#), [Society of Publication Designers](#).



:: Mar '07 – Feb '09

MTV Networks, Digital Programming. New York, NY.

Sr. Manager, Digital Development (BestWeekEver.tv, 24/Sizzler.com, My Lil Lohan, more): Online producer, project & technical manager for multiple websites, blogs and Facebook Application. Managed new development, maintenance, & analytics. Organized new content and updated/QA sites as needed. Proposed & implemented new features, sites, and content. Managed and communicated between various teams, developers, departments & vendors. Provided daily updates and fresh content.

Official Sites: [bestweekever.tv](#), [24sizzler.com](#), [My Lil Lohan](#).

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LANGUAGES/ PLATFORMS

(familiar) ::

:: ActionScript
:: CSS
:: GitHub
:: HTML
:: JavaScript
:: Lingo
:: Movable Type
:: PHP
:: PICBasicPro
:: Typepad
:: Wiki
:: WordPress

PORTFOLIO ::

:: <http://wanderingrabbit.com/portfolio>

REFERENCES ::

:: via [LinkedIn Recommendations](#)
:: Additional references available upon request



EXPERIENCE (Cont.) ::



:: Jun '06 – Feb '07

fuse, Web Team. New York, NY.

Interactive Producer II: Managed largest network website, fuse.tv, in the Rainbow Media Group. Directed the entire fuse web team.

Created and emailed weekly newsletter for 200k+ recipients.

Updated site daily to reflect programming needs. Created feature and contest pages and microsites for events and ad sales. Helped develop and launch the [video](#) and [music](#) portals. Coordinated all mobile/cell phone blasts, voting, polls, games, text TV, and registration. Managed all online voting for show programming.

Official Site: fuse.tv



:: Oct '05 – Jun '06

Atlantic Records, New Media Dept. New York, NY.

Freelance Web Designer: Created original content for artists sites.

Developed Flash games and tutorials. Created banners, contest pages, email templates and various other design elements as needed.

Coordinated the first online contest integration with Muvee™ for a video contest.

Official Site: atlanticrecords.com



:: Feb '01 - Jul '03

Barnes & Noble, INC. San Francisco, CA / Springfield, VA.

Receiving Manager: Coordinated all shipments in and out of store. Managed Leads and Booksellers. Promoted from Bookseller, then Receiving Lead.



:: Sep '00 - Dec '00

Manex Interactive - Manex Entertainment. Alameda, CA.

Interaction Designer: Appointed **Design Lead** on company eLearning Demo project, Flash interactivity programming for Seriality project, Flash design, web UI layout and design.

EDUCATION ::



:: 2005 - Master's Degree, **ITP**

Interactive Telecommunications Program, New York University.



:: 2000 - Bachelor's Degree, **Studio Art**

Digital Media Concentration, University of Virginia.