
ALEXANDER REA

CREATIVE TECHNOLOGIST & TECHNICAL PRODUCER

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“I’ve been involved with technology since I was a kid and I enjoy sharing my knowledge with others. Over the last eleven years my favorite projects have been the ones where the new media, interactive or digital components are conceived through a partnership of creative and technology.

While style and taste change frequently, the technology that serves them does not. Understanding how to deliver the idea can influence the idea itself.”

Brands

Nokia	Nestlé USA
Lexus	Pfizer
Cooking Channel	TRW Automotive
Puma	American Greetings
Comcast	James Patterson
Greenpeace	MTV Networks
Fisher-Price	Orbitz
Versus	L’Oreal
American Heart Association	Camel Cigarettes
BMW Motorcycles	Sam’s Club

Community

Creativity’s CaT Conference NYC 2010
One Club Creative UnConference 2010
SXSW Interactive 2009 and 2010
Zimmerman Advertising Program Speaker
University of South Florida

Technology

Since 1990 with a 2400 bps modem and a BBS when the only social networks were CompuServe, Prodigy and AOL

Launched almost twenty open-source CMS driven sites using Wordpress, Drupal or Joomla; supporter of the Open Source Initiative, standards and best practices

Analytics integration using Omniture or Google into HTML and Flash applications

Debugging, evaluating and reverse engineering LAMP, HTML, XML, CSS, JSP, JavaScript, and ActionScript

Setup multiple Amazon Web Services, Rackspace products, Apache Web Servers, Linux Operating systems with web-based system administrative tools such as Webmin, Plesk or CPanel along with complete management of domain names and namerservers

Incorporation of web-based project tools such as Basecamp, Beanstalk and Dropbox into workflows for vendors and internal teams while utilizing desktop project tools such as Merlin, OmniPlan or Microsoft Project; scrum framework and bug tracking using tools such as Trac and Bugzilla

Web 2.0 integration using APIs for platforms such as Facebook’s Open Graph

“Thank you for taking the time to review my resume. Please also see my LinkedIn profile at linkd.in/alexanderrea for more detail along with recommendations. I look forward to hearing from you.” - Alexander

Experience

Consultant

Skinny

Providing support for all aspects of digital production including documentation such as wireframes and scoping documents as well as managing the client relationship

New York, NY

August 2010 – Present

Clients: Lexus and Nokia

Consultant

Campfire

Developed technical production approach to win a new business pitch; sold the idea to the client and developed subsequent statement of work

New York, NY

July – August 2010

Client: Cookung Channel

Consultant

Saatchi & Saatchi

Provided technical consultation for internal projects such as department websites development along with internal/external server infrastructure

New York, NY

December 2009 – October 2010

Consultant

Berlin Cameron United

Produced the microsite portion of a nationwide Movies On Demand campaign that includes print and broadcast for the Cable & Television Association for Marketing along with other digital projects including banners and mobile

New York, NY

February – March 2010

Clients: Movie studio & cable provider marketing assoc. and AstraZeneca

Consultant

Droga 5

Produced banners for two aggressive Valentine's Day media buys for Puma in three different languages with multiple creative rounds, global approvals, translations and production all in one week

New York, NY

January – February 2010

Client: Puma

Consultant

Big Fuel Communications

Working part-time with the content agency on new digital initiatives that involve websites and mobile applications along with contributing my background on scalable applications and best practices

New York, NY

October 2009 – January 2010

Clients: Fisher-Price and Stetson

Consultant

The Lab and Cline, Davis & Mann

Managed the production requirements during the discovery and definition phase of a creative and brand positioning project; managed production of pharmaceutical sales support application

New York, NY

October 2009 – January 2010

Clients: Monte Carlo Las Vegas and Pfizer

Experience Continued

Technical Director

The Concept Farm

Built interactive group, directed all aspects of technical development; established project management procedures; responsible for all billing of interactive work, wrote project scoping documents; and won new business

New York, NY

July 2007 – August 2009

Clients: BMW Motorcycles, Estée Lauder, DKNY, Windstream, Versus, TRW, Greenpeace, American Greetings (and more)

Consultant

Dogmatic & Visual Goodness

Produced and managed interactive projects from initial scoping and budget, into concept and development, all the way through QA and live deployment

New York, NY

March – June 2007

Clients: Right Gin, Top of The Rock along with local agencies

Producer

MTV Networks

Responsible for the technical operations of the online stores and turned marketing objectives into reality by incorporating and managing both internal developers and external vendors along with managing commerce and traffic analytical systems for all five websites and email

New York, NY

January 2006 – February 2007

Clients: MTV, VH1, CMT, Logo and Comedy Central

Producer

Radar Magazine

Responsible for producing the content and managing the technology infrastructure of a daily online magazine

New York, NY

June – December 2005

Consultant

BBH New York

Managed the development of interactive campaigns and coordinated internal and external resources and produced detailed website tracking reports

New York, NY

March 2005 – June 2005

Clients: AXE, All Detergent and the ESUVEE Safety Campaign

Consultant

Walgreens

Worked as a developer for what was at the time the first revamp of Walgreens.com in years

Deerfield, IL

January 2005

Senior Developer

Quantum Leap, Leapnet and Two Hundred Twelve Degrees

Front-end development lead focused on browser and platform compliancy on all projects

Chicago, IL

Summer 1999 – Fall 2001

Clients: Orbitz, Trace Magazine, Sam's Club and Cathay Pacific Airlines

Entrepreneurship

Owner

The Rea Company

Consultant work focused on building campaigns using all digital and analog tools available for all manner of business including advertising, performing arts, consumer products and restaurants

***Washington DC, Chicago, New York City
1994 – Present***

Owner

Simian Productions

Partnered with sculptor to create a consumer products company to manufacture collectibles and secured funding for production; negotiated and managed all licenses, over-seas manufacturing and the supply chain; created and managed all retail and distributor relationships

***Chicago, IL
2001 – 2004***

Licenses: Coop Devil Girls, Rob Zombie and Dita Von Teese

Original Projects

No Guts No Galaxy
PoopLog.org & PoopOn.It
Rude People In Public
My Bad Cab

Other

Department of Defense Secret Clearance
Children's Hospital Volunteer (7 Years)
Freelance Studio Musician
Theater Producer
Avid Foodie
Urban Historian
Motorcyclist

Vendor Relationships

Vice
Ashe Avenue
B-Reel
Free Association
Omniture
Media Kitchen
Visual Goodness
Zenith/Optimedia
Facebook
PointRoll
Varick Media Management
Google
CheetahMail

*“Interactive work that no one interacts with is a problem.
Don't confuse the user, provide a clear call-to-action.”*

Excerpt from Boulder Digital Works #10rules from CaT NYC 2010

More information at www.alexanderrea.com/resume