
ALEXANDER REA

CREATIVE TECHNOLOGIST & TECHNICAL PRODUCER

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“I’ve been involved with technology since I was a kid. I enjoy talking to people about it and teaching those that want to learn more. In the more than ten years that I’ve been in this business I’ve watched it grasp on to the next new thing. No matter how many conventions, panels, discussions, webinars, tweets, podcasts or even books (ironic) you dig into, you can’t learn how to engage in this medium without getting your hands dirty. It’s not new media, it’s not interactive, it’s everything. You can’t separate things. It’s the 360° of the brand that encompasses your audience.”

Brands

Puma	Nestlé USA
Comcast	Pfizer
Greenpeace	TRW Automotive
Fisher-Price	American Greetings
Versus Television Network	James Patterson Entertainment
American Heart Association	MTV Networks
BMW Motorcycles North America	Orbitz
Estée Lauder Companies	L’Oreal
Windstream Communications	Camel
	Sam’s Club

Community

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

Technology

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

Launched over fifteen open-source CMS driven sites using Wordpress, Drupal or Joomla

Integrated Omniture’s and Google’s analytics into HTML and Flash applications

Supporter of the Open Source Initiative, standards and best practices including semantic coding and SEO

Capable of debugging, evaluating and reverse engineering LAMP, HTML, XML, CSS, JSP, JavaScript, and ActionScript

Setup multiple 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 internally

Utilization of project management tools such as Merlin, OmniPlan and Microsoft Project, scrum framework and bug tracking using tools such as Trac and Bugzilla

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

Experience

Consultant

Saatchi & Saatchi

Providing technical consultation for internal projects such as department website development along with internal/external server infrastructure

*New York, NY
December 2009 – June 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 2010 – March 2010*

Clients: Leading 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 2010 – 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 with David & Goliath

Managed the production requirements and building the scoping documents including sitemaps and wireframes during the discovery and definition phase of a creative strategy and brand re-positioning project

*New York, NY
December 2009 – January 2010*

Client: Monte Carlo Las Vegas Resort

Consultant

Cline, Davis & Mann

Managed production of touch-screen tablet presentations built in Flash AS3 running on the Exploria platform; helping move the 25-year-old print agency to digital; and establishing new processes for digital production

*New York, NY
October – November 2009*

Client: Pfizer

Technical Director

The Concept Farm

Built interactive group, directed all aspects of technical development, established project management procedures and responsible for all billing of interactive work

*New York, NY
July 2007 – August 2009*

Clients: BMW Motorcycles North America, Estée Lauder, Bank of New York Mellon, DKNY, Windstream Communications, Versus Television Network, TRW, Greenpeace, American Greetings and James Patterson

Experience Continued

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 2007 – 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 2005 – 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*

Owner

Simian Productions, Inc.

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

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

Entrepreneurism

Owner

The Rea Company

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

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

Vendor Relationships

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

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 (6 Years)
Freelance Studio Musician
Theater Producer
Avid Foodie
Urban Historian
Motorcyclist

“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