

# Joel Weisberg

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## CAREER SUMMARY

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Experienced project management professional, specializing in Web development/design and multimedia. Extensive experience in Webcasting and streaming media, photography, design and digital illustration, production of video and audio programming, transactional and social media Web sites. Proficient with most Web, media, project management, print tools and technologies including:

- HTML/CSS
- Online Marketing/SEO
- MySQL
- Dreamweaver
- Microsoft Project
- Adobe Flash
- Flash Video
- Quicktime
- Windows Media
- Final Cut Pro
- Adobe After Effects
- Sorenson Squeeze
- Adobe Premiere
- Adobe Fireworks
- Media 100
- Adobe Photoshop
- FileMaker Pro
- Microsoft Office
- Adobe Illustrator
- Adobe InDesign

## WORK EXPERIENCE

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### **Freelance Web/Multimedia Consultant**, Cambridge, MA, 2001 – Present

- Design, architect, develop, and produce a variety of internal and external Web sites for a variety of clients
- Plan, produce, and direct Webcasts, presentations and seminars
- Create video, audio, and multimedia content
- Create still photographs, photo illustrations, and graphic design
- Design databases for business systems, such as CRM, accounting and inventory, using Microsoft Access and FileMaker Pro

### **Director of Operations**, CustomMade Ventures, Cambridge, MA, 2009 – 2010

- Directed operations for CustomMade.com, a multifunctional website serving the custom woodworking community
- Planned, architected and produced the project that successfully converted the original static website into a database-driven dynamic transactional website.
- Managed a variety of development projects, including website development, online advertising and video.
- Hired and supervised designers, developers, copywriters, and programmers, both as staff and on a contract basis
- Performed discovery and determined project scope
- Facilitated focus groups and research

### **Interactive Producer**, ISM Strategic Marketing, Boston, MA, 2006 – 2009

- Produced interactive presentations and Web design projects, banner ad projects and email campaigns
- Developed project plans and budgets and project documentation, including schedules, purchase orders, user manuals, statements of work and other client communications
- Hired and supervised freelance designers, developers, copywriters, and programmers
- Researched production, technologies, programming and other resources for a variety of projects
- Performed discovery and determined project scope
- Developed and documented information architecture
- Managed project content assets in a variety of media

**Executive Producer**, MultiMediaPros, Inc., Salem, MA, 2003 – 2006

- Produced audio, video, DVD, CD-ROM, print and Web design projects
- Developed content and copy for client projects, as well as company sales and marketing materials
- Created visual designs and photo illustrations
- Created marketing photographs for client projects
- Sold multimedia services for a growing Webcasting and multimedia production company, including servicing existing accounts and cold-calling new accounts
- Performed voice-over work on various audio projects
- Hired and supervised freelance personnel
- Managed online marketing initiatives, including search engine optimization
- Designed and programmed databases for client projects and in-house systems

**Features Producer**, ZCast.tv – Ziff Davis Media, Medford, MA, 2000 – 2001

- Created, developed, and produced six pre-recorded weekly shows that aired regularly on the ZCast.tv streaming media Web site
- Coached editors, analysts, and writers from 16 Ziff Davis Media publications to develop an on-air talent pool
- Played a major role in establishing the ZCast.tv brand as the premier technology-based Web casting site
- Wrote, directed, shot, edited, and appeared in Webcast programs
- Collaborated in initial ZCast.tv site design and development
- Created original copy and graphics for the Web site
- Produced live Webcast event programming

**Photo Editor**, eWEEK, formerly PC Week – Ziff Davis Publishing, Medford, MA, 1994 – 2000

- Assigned and directed photographers and purchased art for both the print and online editions of a national IT newsweekly
- Created extensive photo illustrations and graphic design work for print and Web
- Photographed news events, environmental portraits and product photos for the publication
- Worked with internal clients and freelance photographers to ensure consistency and meet the organization's high standards
- Organized and managed a library of more than 125,000 images
- Designed, developed and managed a system to track a \$300,000 annual photo and illustration budget
- Instituted a program to equip and train reporters to supply images and sound files for PC Week Online
- Created and produced both pre-recorded and live internet Webcasts in the studio and on location
- Set up Webcasting studios for PCWeek Radio and eWEEK Webcast
- Acquired and managed a \$80,000+ photo, audio and video capital equipment inventory
- Won the PC Week Editorial Excellence Award and the Ziff Davis Chairman's Circle 1999 Award for outstanding contributions in editorial content

**Freelance Photographer**, 1985 – 1994

- Engaged extensively in corporate/industrial, still life, product and portrait photography in the Boston area