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**OBJECTIVE**    Assist companies and organizations to improve their Web initiatives by providing guidance and management throughout the entire project life-cycle with a focus on social media integration.

## **PROFILE**

- ❖ Consultant with a strong balance of both creative and technical skills.
- ❖ Extensive international experience across diversified industries from broadcast and entertainment to social networks, technology and IT.
- ❖ An analytic problem solver who can synthesize many forms of research and business requirements into informational, navigational and web page / application design.
- ❖ Thorough understanding of how to harness and capitalize on social media and networking tools including YouTube, Facebook, Twitter, Wordpress CMS, Google Analytics and web-to-lead generation maintained by Zoho CRM.
- ❖ Thorough knowledge of visual design principals including graphic design and layout, typography, animation and content production with excellent video production skills.
- ❖ Areas of expertise include design, process analysis, project management, implementation and integration.
- ❖ Broad experience with user interface design principles, navigation, process flowcharts and mock-ups as well as maintaining client relationships.
- ❖ Excellent at multi-tasking, determining priorities and time management skills.
- ❖ US Green card holder, EU/British passport holder and South African passport holder.

## **SOCIAL MEDIA SPECIALIST**

- ❖ Current focus is on integrating social media, and helping entertainment industry and small businesses to adopt content management systems.
- ❖ Design, develop, implement and maintain Wordpress CMS websites, including theme frameworks, template customization and basic PHP coding.
- ❖ Integrate social media tools including YouTube, Twitter and Facebook.
- ❖ Integrate front and back-end solutions with CRM, PayPal and invoicing as well as web-to-lead generation setup.
- ❖ Deploy video across multiple channels along with analytics tracking and monitoring.
- ❖ Social networking, blogging and online community building.
- ❖ Assemble and manage technical and creative resources — both internal and external.
- ❖ Present ideas, concepts and propose navigation for site redesigns to optimize user interaction and seamless access to premium news content.
- ❖ Communicate with clients to discuss requirements, progress reports and issues throughout the project life-cycle.
- ❖ Create graphics for special news segments and banner ads.
- ❖ Develop client concepts, manage projects from inception to completion, including design, code and user interface.

*Clients / Companies:*    Reader's Digest, Discovery Channel En Espanol, National Public Radio, Sawyer Entertainment / Wheelhouse Creative, Denim Therapy, AzureMayan, Mutopo Collaboratorie, Earth Metals, The Radio Data Group, Conus Communications, Harp Week.

## DIGITAL MEDIA PROFESSIONAL

- ❖ Supervise teams of up to 25 technical and creative individuals on a project-by-project basis.
- ❖ Manage all phases of production from storyboards, identifying and securing top talent, directing film shoots, overseeing post production (telecine, color correction, grading, sound design and final mix) and analyzing online video landscape.
- ❖ Present client concepts, storyboard and produce cinema commercials and online video clips.
- ❖ Meet with actors weekly to develop short film scripts. Employ improvisational techniques to develop story concepts. Direct and shoot each short film in a single day.

*Clients / Companies:* Redken, South African Broadcasting Corporation, MNET, Thunda.com, Cybersmart.

## VERSATILE TECHNICAL CONSULTANT

- ❖ Determine organizations business objectives and processes, develop and present flow charts, present mockups and prototypes, and design relational databases using object oriented design techniques.
- ❖ Initiate, design, and implement a robust, department-wide version control system for one of the Europe's leading IT companies that operates systems for customers in financial services, telecoms and retail.
- ❖ Participate in multi-national pan-European restructuring of a PEPSI product replenishment system, contributing to dramatic improvements in efficiency and cost savings.
- ❖ Develop and implement POS system for major UK retail outlet as well as document processes and guide user testing.
- ❖ Combine live action and 3D animation for film and TV visual effects sequences.
- ❖ Identify business work flow and develop UNIX scripts to automate processes, increasing department efficiency and effectiveness.

*Clients / Companies:* The Image Group, PEPSI Europe, Fijitsu/ICL, Marks & Spencer, Softwright Systems, United States Coast Guard, Cedar Cliff Systems.

## PROFICIENCIES

<i>Design Tools:</i>	Adobe Photoshop, Video Editing with Final Cut Pro including various video encoding tools, OmniGraffle.
<i>Web &amp; Social Media Tools:</i>	Wordpress, HTML, CSS, YouTube, Facebook, Twitter.
<i>Business Tools:</i>	Basecamp, Zoho Business Applications including CRM, Invoice, Creator, various Open Source and SaaS tools, MS Office and cloud computing equivalents.
<i>Other Tools:</i>	Comfortable with Search Engine Optimization techniques, Google Analytics, PHP, Adobe Illustrator and a close follower of Web 2.0 developments.
<i>Operating Systems:</i>	UNIX, Mac OS and Windows

## EDUCATION

**Rhode Island School of Design**

*Bachelor of Fine Arts in Film, Video and Animation (cum laude), June 1998*