

Jeffrey Lipson

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SKILLS:

- 15 years of experience leading multidisciplinary teams to provide best-in-class solutions to real world business issues
- Strong interpersonal and communication skills combined with analytical and delivery-focused mindset contributes to consistent on-time, on-budget projects
- Ability to positively manage multiple, concurrent projects through all phases of strategic and tactical development
- Experienced in handling digital-specific engagements as well as 360 degree communications engagements (covering a variety of channels such as TV, print, digital, OOH, social, etc.)
- Experienced at handling the budgeting, production, reporting, and day-to-day client management aspects for all types of projects, from small campaigns to large scale technical implementations in either
- Experienced in using traditional, agile and lean project management methodologies

EXPERIENCE:

PublicisKaplanThaler, New York, NY

June 2012 – March, 2014

VP, Associate Director, Interactive Production

- Managed a variety of digital-specific as well as 360° projects as member of the Citi OneTeam
- Launched the Citi Bike program's mobile app, website and advertising collateral upon Citi Bike system debut
- Led the Sochi "Every Step of the Way" Olympic Winter Games partnership which was a full 360 campaign
- Responsible for the "Holiday Helper" Amazon Kindle Fire Black Friday ad unit development
- Administered the Citi OneTeam award show submission process and produced video case studies for show submissions
- Ensured department and company best practices were followed with the group and helped to onboard and mentor junior staff

LBi US (Formerly IconNicholson), New York, NY

July 2007 – May, 2012

Project Director/Senior Project Manager

- Managed a variety of digital projects, including strategic engagements, large site builds, CMS implementations, social media, online advertising and SEO and CRM programs
- Managed projects for Fortune 500 and other large clients including such as Coca-Cola, Google, MasterCard Worldwide, McKinsey & Co., Skype, Forest Labs, Genzyme and National Grid
- Led vital internal company initiatives, such as launching the LBi US and LBi Health brands, developing video case studies and awards show submissions and managing the corporate websites
- Assisted in developing "The LBi Way," the best practice business processes and procedures that were adopted and implemented by LBi's Delivery Management group

Heartbeat Digital, New York, NY

March 2006 – March 2007

Senior Project Manager

- Strong focus on delivering cutting edge technology based solutions rooted in a positive user experience specifically for the pharmaceutical industry
- Responsible for three separate GlaxoSmithKline lines of business in both branded and unbranded contexts
- Managed a variety of site build, online advertising and SEO projects for Abbott Labs, Eli Lilly and Organon
- Responsible for the strategic development, management and production of all interactive elements for these accounts
- Assisted in the development and introduction of Project Management processes to the various departments within Heartbeat

Wunderman, New York, NY

January 2001 – February 2006

Sr. Interactive Producer/Project Manager

- Member of initial launch team of Wunderman's New York interactive department
- Had a strong focus on delivering data driven solutions for both customer acquisition and retention projects
- Managed the following accounts: AT&T Broadband, AT&T Worldnet, Chevron, Citibank, IBM, Pfizer and Register.com
- Led Pfizer for Living's interactive implementation, which entailed developing a web site for ongoing customer dialogue to effectively cross-sell the Pfizer product portfolio, drive persistency and build a positive brand image. While working on the account, it won 6 RM awards, including: Outstanding Website (2005 Web Awards), Award of Excellence (The Rx Club Show 2005) and Finalist in the 'Best Relationship Marketing Program' category (MM&M awards)
- Led AT&T Worldnet's DSL Service Rollout project, which entailed developing a CD-ROM working with a truncated timeline and a multi-million dollar operating budget

FreeRide.com, LLC, New York, NY

July 1999 – December 2000

Project Manager

- Executed design, development, quality assurance and delivery for a variety of Marketing and Technology projects
- Developed and implemented a centralized area for company to store, view and communicate project information
- Mentored junior producers and project coordinators to refine and develop project management, design, and technical skills

EDUCATION:

Baruch College, Zicklin School of Business, New York, NY

- M.B.A. with a specialization in Computer Information Systems, May, 2007
- 2006 Silver ECHO Award (DMEF Leonard J. Raymond Collegiate ECHO Competition)

Binghamton University, Harpur College and School of Management Adjunct, Binghamton, NY

- B.A. in English: Literature and Creative Writing, May 1999

University of Westminster, School of Languages, London, England

- Attended as a Study Abroad student during the spring 1998 semester

TECHNOLOGY:

- Proficient in a variety of Microsoft products (Office Suite, Project, FrontPage, Visio, Visual Source Safe), Adobe products (Photoshop, Illustrator, ImageReady, InDesign) and Macromedia products (Flash, Dreamweaver) as well as Allaire HomeSite and Inspiration
- Able to code, edit and/or de-bug HTML, CSS, JavaScript, DHTML, ASP, Perl Script, PL/SQL
- Familiar with the Documentum, Sitecore, Interwoven and Drupal content management systems. the Oracle On Demand software suite and other CRM programs

ACTIVITIES:

- Senior technical and policy consultant for various political officials, such as Jersey City Mayor Steven Fulop
- Web development and publishing; owner and webmaster of www.keymasterproductions.com