

Angela Garvin

315 Olympic Ct
Petaluma, CA 94954
(707) 778-8106 (H)
(707) 849-6835 (cell)
garvinma@pacbell.net

Professional Skills :

- Solid understanding of website and web application development and related technology including HTML, Java Script, Flash and MySQL
- Extensive experience and talent leading web development teams through planning, user interface design and content creation.
- Excellent time-management skills and proven ability to deliver under tight deadlines.
- Highly organized and detail-oriented.

Interactive Professional Experience

Hamilton Partners / Doodlelab, Inc.
Senior Web Producer / Program Manager

Healdsburg

March 2002 - current

Responsible for planning and managing development of browser based applications as well as websites and online advertisements.

- Led revised version of My Card Maker (www.mycardmaker.com) with ecomm subscription functionality, to successful launch in Dec. '05.
- Participated in developing marketing plan for launch of My Card Maker, including email and keyword tests.
- Guided development of application functionality and planned user experience.
- Created project documents such as functional, page and design specifications.
- Led content development and programming teams.
- Collaborated with program management team to synchronize quarterly offline and online marketing programs.
- As program manager on the Microsoft account, I worked with the program team to develop and implement an integrated marketing program that consisted of magazine advertising, direct mail, emails and keyword buys that drive consumers to a central website.

Products:

- www.mycardmaker.com
- www.myalbummaker.com
- www.mybrochuremaker.com
- www.mynewslettermaker.com

Clients:

- **Hewlett Packard:** www.hp.com/go/homefun, www.hp.com/go/bizkeys (sites have all since been redesigned)
- **Microsoft:** www.microsoft.com/discover (site has since been redesigned)

SF Interactive**San Francisco****1999-2001****Producer** (March 1999 – March 2001)

Responsible for planning and managing complete website and rich media advertising campaigns from pre-production through launch.

- Leading client kick-off meetings and early project brainstorming and planning.
- Expertise in creating project documents such as strategic and creative briefs, functional, page and design specifications.
- Managing creative and technical teams (graphic designers, copywriters, programmers) insuring direction is in alignment with project parameters.

Clients:

- **Snapple Beverage Group** (Mistic brand website and Mistic Moviemaker viral flash execution)
- **Adaptec** www.adapteconnect.com/ (Adaptec Solution Provider Website)
- **Earlychildhood.com** (short term promotional viral flash piece that allowed users to create their own virtual puppet show)
- **Golden Gate National Parks Association** www.crissyfield.org/ (crissyfield.org website 1999)

Film / Video Professional Experience**Freelance Producer****San Francisco Bay Area****1995-1999**

I enjoyed a successful career as a film and video producer before becoming a web producer. I primarily produced industrial videos and direct response advertisements.

- Creating and managing schedules and budgets.
- Collaboration with the Executive Producer and Director on scripts and art direction.
- Hiring all crew members including the Director of Photography, Audio Recordist, Art Director, Assistant Director and supporting crew.
- Planning and supervising casting sessions.
- Working with the Director and Director of Photography in planning each day's shooting schedule.
- Organizing both small and large shoots, in both actual locations and sound stages.
- Managing crews and talent on shoots.
- Researching and obtaining stock footage and clearing usage.
- Post-Production preparation and management including preparing paper-edits and supervising edit sessions.
- Working with digital animators and graphic artists to obtain supporting material.
- Working with sound studios in developing soundtracks and supervising final audio-mix sessions.

Clients:

- **Jack Morton Worldwide**, a corporate event production company. (Producer)
- **Schulberg MediaWorks**, a direct response television production company. (Producer)
- **Michael Hoff Productions**, a documentary production company. (Research Assistant)
- **Impact Television**, a direct response television production company. (Producer)
- **DIVA Systems**, a television technology company. (Associate Producer, promotional film)
- **Omega Productions**, a video production company (Producer)

I n d e p e n d e n t D o c u m e n t a r i e s

“Bicycle Belles”

2000

A 28-minute documentary about the role of the bicycle in women’s independence at the turn of the 20th century.

“My Brother Craig”

1990

An 8-minute documentary about the co-producer’s relationship with his brother.

- *Winner “Bronze Star Award”, Sacramento International Film Festival*
- *Screened in the Film Arts Festival*

E d u c a t i o n

The Pennsylvania State University University Park

1986 - 1990

B.A. in Film and Video; Minor in Women’s Studies