

Zack Kurland

zackkurland@me.com

917-699-1168

Digital producer of websites, rich media/standard banners, social networking, email marketing, custom applications, hosting and database solutions for clients such as **Thomson Reuters, National Grid, Glaxo Smith Kline, Dos Equis, L'Oreal, Cuervo Tequilas, Harvard University, The Atlantic, PBS** and **Oxford University Press**.

Production and management skills include:

- Driving all phases of project life-cycle, creative process and development.
- Defining and managing project scope, timing, resourcing and budgets.
- Authoring of internal and client facing project documentation.
- Defining information architecture and functional requirements.
- Hands-on creative production and development of websites, rich media/standard banners, email communications and social networking solutions.
- Coordination of communication with clients and internal agency creative, account, project managers, development teams, and third party vendors.
- Digital media delivery and optimization.

Professional Experience

Gardner Nelson + Partners

Technical Project Manager: June 2009 - May 2011

At Gardner Nelson + Partners I produced digital campaigns for **National Grid, Thomson Reuters, Assured Guaranty, Alleghany, VantageScore** and **Universal Technical Institute**. Responsibilities included establishing project scope, timing, deliverables, budgets, and resources, managing project creative and development process, QA testing, project delivery and deployment; coordinating agency creative and account, overseeing junior project managers, development teams and vendors. Other core responsibilities included defining digital strategy, UX, functionality and information architecture as well as production, delivery and optimization of digital advertising to publisher sites such as **Bloomberg.com, CNBC.com** and **WSJ.com**. Sites produced:

<http://www.gardner-nelson.com>
<https://www.powerofaction.com>
<http://alleghany.com>
<http://thinkassuredguaranty.com>
<http://creditscorequiz.org>
<http://vantagescore.com>

Draftfcb Healthcare

Digital Project Director/Producer: November 2008 - May 2009

Produced digital solutions for **Nuvigil** and **Provigil** and **Merck**.

<http://www.nuvigil.com>
<http://www.provigil.com>

Euro RSCG

Senior Digital Project Manager: May 2008 - November 2008

Produced digital solutions for **Glaxo Smith Kline, Dos Equis** and **The Atlantic Magazine**.

<http://www.treximet.com>
<http://dosequis.com>
<http://thinkagain.theatlantic.com>

Digital Pulp

Senior Producer: May 2007- May 2008

Produced websites for **Harvard Kennedy School of Government, Harvard Institute of Politics, Atlantic Philanthropies and L'Oreal.**

<http://www.atlanticphilanthropies.org>

<http://www.hks.harvard.edu>

<http://www.iop.harvard.edu>

Oxford University Press

Senior Producer: June 2006 - January 2008

The Breathing Project

Co-founder/Studio Director: 2002 – 2006

Flat

Producer/Project Manager: May 2000 – May 2001

Blue Dingo

Producer/Project Manager: May 1999 - January 2000

SonicNet

Producer/Project Manager: August 1996 - March 1999

Education

Parsons School of Design: BFA in Illustration 1995

Core Competencies

Interactive production/project management, UX & information architecture, project and team management, web development, project strategy and documentation, digital banner production serving/tracking/analytics, QA testing, project deployment and support. Programs and platforms:

HTML, JavaScript, Flash, Rich Media

Python, Django, PHP, MS SQL, .NET/ASP, Wordpress

MS Project & Merlin

Facebook & Twitter

MS Office

Omnigraffle and Visio

Google analytics

Photoshop, Illustrator, InDesign

Dart & MediaMind

Other Accomplishments

Husband, father, bass player of Sweet Diesel and author of the book Morning Yoga Workouts published by Human Kinetics.