

MELANIE ORNDORFF

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SUMMARY

- More than 9 years of experience in broadcast, print, and interactive media
- Ability to manage both creative and technical teams (and explain it all to the clients)
- Competence with popular design tools, front-end coding, and project management software

WORK EXPERIENCE

Trigger · Account Manger / Social Media Lead · *January 2008 – Present*

Currently lead R&D and strategy for the company's social networking division. Also manage several client accounts, including Universal, Paramount, Fox, Jenny Craig, Kyocera, and Qualcomm.

Highlights:

- Led the formation of Trigger's social media development team and planned the long-term strategy for the department, resulting in a six-figure increase in sales for Q1 and Q2 of 2008.
- Wrote development guides and technical specs for Facebook, Bebo, and MySpace/OpenSocial application prototypes.
- Keep clients and developers informed on the changing social media landscape and application development guidelines & restrictions.
- Draft proposals for interactive campaigns and projects, and initiate new sales with current and prospective clients.

Trigger · Producer / Project Manger · *July 2007 – January 2008*

Produced interactive media projects with teams in both Los Angeles and Shanghai. Projects managed include Flash websites, casual games, Facebook applications, and widgets.

Highlights:

- Produced the “Bee-A-Pet” widget to promote Paramount's “Bee Movie”. The Yahoo version alone had over 65,000 downloads in the first 2 weeks of launch.
- Produced 3 animated comics to promote Fox's “Hitman” movie. The comics were featured on both the award-winning “Hitman” EPK site and IGN.com.
- Concepted and produced the EPK site for Sony's “21”.

Centered Space Design · Design/Coding/Web Consulting · *Spring 2004 – July 2007*

Managed a team of freelancers to provide marketing, branding, and web solutions for small-business clients, such as GlobalConversations.ca, TheFifthElementInc.com, and VintageQuakerBooks.com.

“Criss Angel Mindfreak” (A&E Television) · Editor · Summer 2006

Edited all webisodes and co-edited an episode for the second season of this popular show, “A&E's fastest-growing series in 2006.”

“Gene Simmons Family Jewels” (A&E Television) · Editor · Spring/Summer 2006

Edited all webisodes, created original web content, and edited show segments for the first season of this show, currently A&E's second highest rated series ever in adults 18-49 and 25-54.

Kaleidoscope Films · Assistant Editor · Winter - Summer 2003

Coordinated post-production and finishing for major theatrical and television campaigns. Created databases to track media inventory, billing, scheduling, projects, and employees. Finished materials for broadcast, and prepped trailers for finishing out of house.

“54th Annual Emmy Awards” · Lead Assistant Editor · Fall 2002

Set up and assisted post-production for all playback reels for the Primetime Emmys. Organized a high volume of content, including entire seasons of footage from all nominees. Worked with editors on the creation of several special packages to air during the show.

G4 TV · Promos for network launch · Producer/Editor · Spring 2002

Produced and edited promotional campaigns for the launch of the network and 13 original shows.

Pontiac “Pass It On” campaign (D'Arcy) · Lead Assistant Editor · Fall 2001

Handled technical support for editors and interfaced with agency representatives and clients.

“Behind the Music” (VH1 Network) · Lead Assistant Editor · Fall 1999 – Spring 2002

Managed teams of assistant editors, provided technical support, and coordinated digital and tape assets for over 50 episodes of this documentary series.

Digital Entertainment Network (DEN) · Editor · Summer 1999 - Winter 2000

Edited various original web series for this pioneering internet broadcasting company.

PERSONAL WEB PROJECTS

CupcakeFinder.com · Spring 2007 - Present

Built a Google Maps mashup using WordPress and several open source plugins as a backend.

UncommonPath.com · Spring 2006

Created a short series of podcast interviews about faith. (Site no longer live, but available to view on request)

Recovery 2.0 · Spring 2005 - Present

Contributed to this project to organize web resources for disaster recovery.

Coaches for Change · *Spring 2004*

Started this nonprofit project to bring together life coaches and people in need. Built a website, on the Drupal platform, that included message boards, user profiles, and blogs. (Coaches for Change merged with The Coaches Alliance for Social Action in late 2004.)

SKILLS AND SOFTWARE

Coding: Hand-coding standards-compliant XHTML and CSS, WordPress, Drupal, some PHP

Media: Audio & video production, podcasting & video blogging, editing on Avid & Final Cut Pro

Design: Adobe Photoshop, Illustrator, InDesign

Project Management: Basecamp, Microsoft Visio & Project, OmniPlan

EDUCATION

University of Miami · *Motion Picture Production / Criminology*