

# David Cunningham

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## OBJECTIVE

I am seeking a position with growth potential in a creative and energetic environment where I can apply my production, project management, technical, and interpersonal skills.

## EXPERIENCE

**MRM Worldwide** ([www.mrmworldwide.com](http://www.mrmworldwide.com)) Sr. Interactive Producer, Freelance *Oct 2010 - Present*

- Managed the creative and technical execution of complex interactive and broadcast deliverables for clients such as Intel, GM, and ASUS Republic of Gamers
- Delivered CGI & Live Action broadcast spots for ASUS's G73JW and VX7 series of high-end gaming laptops and integrated the final deliverables into multiple interactive experiences on ASUS Republic of Gamers sites
- Responsible for project schedules, cost estimates, resource plans, status reports, and scopes based on budget, timeline and technology considerations

**Publicis Groupe** ([www.publicisgroupe.com](http://www.publicisgroupe.com)) Sr. Project Manager, Freelance *January 2010 – October 2010*

- Lead interdisciplinary teams, from concept to delivery, in the execution of complex interactive advertising campaigns for LG Electronics, UBS and PayPal
- Selection and management of third party vendors for social media, sweepstakes promotions, and SMS integration for the LG Mobile Voice of Fashion campaign with Eva Longoria and Victoria Beckham
- Organized offsite photo and video shoots for both PayPal and LG
- Identified and mitigated project risks and maintained communication across all internal and client stakeholders
- Creation of project schedules, cost estimates, resource plans, status reports, and scopes based on budget, timeline and technology considerations

**John McNeil Studios (JMS)** Interactive Producer, Freelance *September 2009 – January 2010*

- Maintained daily client communication with Juniper Networks regarding project scopes, status and schedules
- Production management for online and broadcast deliverables, including interactive games, rich media banners, online instructional videos, iPhone applications, custom emails, and broadcast videos
- Ensured rebrand consistency for Juniper Networks across all campaign deliverables
- Management and selection of independent contractors and third party vendors for online deliverables

**McCann Worldgroup** ([www.mccannworldgroup.com](http://www.mccannworldgroup.com)) Interactive Producer *July 2007 – September 2009*

- Responsible for development and delivery of multiple interactive projects for Microsoft Server and Tools Campaigns, including Microsoft Visual Studios, SQL Server, Forefront, System Center, Channel Partners and Windows Embedded
- Partner closely with creative directors, copywriters, interactive developers, account directors, art buyers, QA, finance, technology partners and third-party vendors throughout all phases of the project life cycle

**DigitalProduce, Inc.** (www.digitalproduce.com) Project Manager / Designer 6/2005 – 6/2007

- Managed development of custom websites, content management systems, email marketing campaigns, and interactive banner campaigns for clients such as Intel, MGM, HALL Wines, and agámi Systems, Inc.
- Maintained project timelines and communication between clients, art directors, designers, developers, and independent contractors
- HTML/CSS and Flash/Actionscript development

**ADDITIONAL EXPERIENCE****Sonoma Outfitters** (www.sonomaoutfitters.com) Web Designer 1/27/2003 – 5/28/2004**Wine Sense** (Sonoma State Wine Club) Board Member/Web Designer July 2004 – January 2008**Sonoma Film Institute** (www.sonoma.edu/sfi) Web Design/Maintenance August 2003 – October 2009**VASA Design Studios** (UCLA grant) Assistant Designer PT 8/1/1999 – 9/1/2000**UCLA Laboratory of Neuro Imaging** – Scientific Visualization Group, Intern Jan-April 2000**UCLA Graduate Science Journal** Graphic Designer 1999 - 2000**UCLA Daily Bruin** (UCLA Daily Newspaper) Advertising Production PT 1/26/1999 – 11/30/1999**SKILLS****Operating Systems:** Mac OSX, Windows XP | Vista**Microsoft Office:** Word, Project, Excel, Powerpoint**Web/Internet:** HTML, CSS, Flash/ActionScript, JavaScript, Dreamweaver**Additional Computer Skills:** Adobe Photoshop, Illustrator, After Effects**Personal Skills:** Strong interpersonal, organizational, troubleshooting, and proofreading skills**EDUCATION****Sonoma State University**

MBA, Masters of Business Administration, May 2006

Department of Business and Economics

Thesis Paper: "Innovative E-Commerce Site Design: A Conceptual Model to Match Consumer MBTI Dimensions to E-Commerce Site Design" - Published in *Journal of Internet Commerce*, 6(3)**University of California, Los Angeles**

Bachelor of Arts Degree, September 2000

Department of Design|Media Arts

School of the Arts and Architecture