

Digital Marketing / Media Development / Training and Web Leadership / Financial Operations

- Comprehensive background in strategic marketing/communications/system leadership roles including: leading content initiatives, designing and managing digital outreach; developing rich media and web applications to create effective end-user experiences; building effective training programs; and managing a post-launch media and marketing support network
- Proven web, social media and digital advertising project management abilities that integrate a full skillset of competencies for entire development lifecycle, from concept to production to roll-out and steady-state
- Extensive experience in blended learning approaches for systems, procedure and compliance instruction, both live and online; consistently rated as a top instructor for technical knowledge, teaching tools and examples, patience, and responsiveness

Business Operations Competencies

- Senior branding and communications liaison
- Reporting analytics and narratives
- Business Process Reengineering (BPR)
- Configuration/testing/scripting/debugging
- Software technical writing
- Policy writing and review
- Fit/gap analysis
- Government grant applications
- Training documentation/FAQs
- Pre/post-production support

Technical Training Competencies

- Digital video design and production
- User Productivity Kit (UPK) Developer 3.6.1
- Adobe Captivate eLearning Suite 9
- Analysis, Design, Development, Implementation, & Evaluation (ADDIE)
- Sharable Content Object Reference Model (SCORM) & Tin Can API compliancy
- Computer-Based Training (CBT) / Web-Based Training (WBT)
- Learning Management System (LMS) analysis
- Training manuals and desktop/reference guides

Applications

Marketing - Google AdWords, Analytics, AdSense, conversion metrics ▪ Amazon Services ad platform ▪ Facebook ads ▪ Instagram lead generation ▪ LinkedIn lead extraction and 3rd party functionality ▪ MailChimp w/CRM integration ▪ YouTube ▪ Vimeo

Business - PeopleSoft 9.1 - HRMS, GL/Financials, Procurement & Reporting ▪ Business Objects ▪ Oracle UPK ▪ Adobe Captivate ▪ Articulate ▪ Sakai ▪ WebEx ▪ CITRIX ▪ Echo360 ▪ Salesforce ▪ SharePoint ▪ Basecamp ▪ Bugzilla ▪ ServiceNow ▪ Microsoft Office

Web - Adobe CS6/CC including Muse, Photoshop, InDesign, Spark, Illustrator, Audition, Edge, Typekit, Dreamweaver, Premier & Flash ▪ HTML 5 CSS3 ▪ Drupal ▪ Joomla ▪ WordPress ▪ Google Fonts ▪ Omnigraffle ▪ Visio ▪ Final Cut Pro ▪ Google webmaster tools ▪ Piwik ▪ NetTracker ▪ SEO ▪ FTP protocols ▪ responsive/mobile-first design

PROFESSIONAL EXPERIENCE

ABEL NOSER HOLDINGS, LLC, New York, NY (Consultant - 2016 to Current)

DIRECTOR OF MARKETING AND MEDIA – *Manage marketing and communications strategy for 40-year-old privately held B2B fintech firm and agency-only broker/dealer. Company recognized as a global leader in multi-asset TCA and end-to-end trade surveillance.*

- Developed, produced, launched and currently manage fully responsive abelnoser.com web platform. Added videos, brochure pages, SEO and AdWords program increased web traffic by ten-fold; forms, brochure pages, and integrated conversion tracking enables ROI and sales lead tracking
- Developed and manage full-lifecycle multi-channel communications/marketing program including utilization of html emails, content drip, social media, PR sourcing, webinar, whitepaper/blog content, video and pdf/print promotions

AUTHORACTIVE.COM, New York, NY (2016 to Current)

FOUNDER / DIRECTOR OF MEDIA – *Co-lead a full-spectrum publishing services company that helps author/clients with book development, content editing, preparation for publishing, jacket design, typesetting, packaging, multi-channel marketing and PR.*

- Developed, edited, published and marketed global 3-book business thriller series *BIG* (Magneto Books–2016-2018) for client Greyson Bryan. Author received excellent reviews from LA Review of Books and Publishers Weekly.

COLUMBIA UNIVERSITY, New York, NY (2004 to 2016)

ASSOCIATE DIRECTOR – *Provided communications, process analysis, application design, web strategy, content management, technical training and pre/post production support to CFO and executive team, including services to over 4000 internal customers.*

- Lead designer and co-leader of 2015 re-launch of [Student Financial Services](#) portal used for financial aid, student billing, service delivery, veterans affairs and internal administration; 1 million+ annual users.
- Developed and led training program consisting of live and online classes in procurement, HR systems, budgeting, accounting and compliance to user group of over 4000 employees involved with financial management.
- Wrote 1000+ pages of software documentation, 500+ pages of process mapping, 100+ job aids, and 900+ pages of web content.
- Managed design and production of web application that provides data crosswalk between old and new general ledger.
- Led team of designers and developers in redesign of the [CU Finance Gateway](#) with over 500 site pages and 1500 additional content resources – launched site on time and within budget.

Web Lifecycle Competencies

- Concept development
- Needs assessment
- User experience design
- Information architecture
- Content taxonomy
- Technical writing
- Content editing
- Stakeholder integration
- Production management
- Cost analysis
- Project metrics
- User acceptance testing
- Program marketing
- User traffic analysis
- Stabilization refinement

MEDIA CONSULTANT / WRITER (2001 to Present)

Pitch to production TV, film, publishing and media projects.

- Authored novel *Laddy Groove* (Two-Stroke Press–June 2016). Developed concept and co-authored an internationally launched cookbook: *No More Takeout! A Visual Do-It-Yourself Guide to Cooking* (John Wiley & Sons–April 2009).
- Wrote and developed Broadway musical *The Girl from Ipanema*.
- Provided teleplay, story outlines, screenplay drafts and script coverage for TV and film projects for various indie producers.

PFIZER INC – ANIMAL HEALTH GROUP (2001)

SALES ANALYST (CONTRACT)

- Developed sales initiatives and coordinated nationwide sales training launches.
- Worked with outside marketing consultants on a financial software implementation.
- Produced sales and financial analyses.

Testimonials

“I strongly recommend Jerry. He functioned as project coordinator for the Columbia University Finance Division web site rebuild project. He did an outstanding job, bringing the project in on budget and on time. Jerry has also served as the liaison between our areas, and has been essential to the production of high quality, web based, productivity solutions for Finance.

- Director of Web and EDM services at Columbia University

“Firstly, Jerry is a fabulous person. Very affable, articulate and intelligent; he is very capable and industrious. He possesses a broad skill set related to web and project management including information architecture and UX design, application development, and content creation. Jerry has training management experience where he is responsible for the development, production, teaching or electronic delivery of numerous live and web-based e-learning programs which were always delivered on time and within budget.”

- CISO at Yale University (previously at Columbia University)

EDUCATION

MFA, FILM/MEDIA/PRODUCING, SCHOOL OF THE ARTS, COLUMBIA UNIVERSITY, New York, NY (Grad 2003)

BACHELOR OF ARTS, COLUMBIA UNIVERSITY, New York, Major: Philosophy; Minor: Writing (Grad 1995)