

Ed Brown

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Overview

Event & New Media Producer, Marriott Creative Services

- Conferences & Events: End to end management and development of creative, production and execution
- Webmaster: MarriottSpecialEvents.com (annual transactional revenue ~10M)
- Developer: Conference Marketing & Registration Websites
- Content Developer: Marriott Global Source (corporate intranet) and all conference websites
- Live and On Demand Video Broadcasts

Annual Averages

- Twenty (20) projects per year
- 5 – 7 concurrent projects
- \$850,000 - 1.8M average annual revenue
- Manage 10 – 30 staff and contract professionals per project
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Management Responsibilities

- Understand client (business partner) needs and pull through business goals/objectives throughout project
- Define project scope
- Develop budget, deliverables and timeline
- Assemble project team (internal & external professionals – approx 30 per project)
- Manage development across all disciplines (graphic design, interface design, video, html, Javascript & CGI development, language translation, packaging and distribution)
- Manage project budgets ranging from \$175K – \$350K
- Build consensus among key stakeholders
- Ensure quality standards are maintained through each phase of project development
- Conduct periodic performance reviews to assure highest level of development and execution

Career Goals

- Drive bottom line revenue
- Apply proven problem solving skills to client projects
- Develop new skills in eCommunication technologies

1993 - Present Marriott International – Marriott Creative Services (Washington, DC)

Current Position: New Media Project Manager

Consult with clients (business partners) to develop communication projects

- Define project outcomes and ROI success measurements;
- Develop creative direction and design appropriate delivery system;
- Scope project to create deliverables;
- Develop budget and detailed timeline including client review points and project responsibility matrix;
- Work with internal and external vendors to develop content;
- Manage all project teams and conduct regular performance reviews to assure highest levels of production and execution quality.

Manage Project Development and Execution

- Directly manage budgets ranging from \$175K – \$800K;
- Point of contact for all technical and creative issues;
- Identify vendor partners and create/execute project contracts;
- Direct team leaders to assure effective high quality projects delivered on-time and on-budget;
- Build consensus among key project stakeholders on wide range of content and technical issues;
- Monitor project development and suggest enhancements that will improve success measurements;
- Responsible to client for successful project and responsible to department for accurate budgeting and effective process/HR management.

Facilitate design team and creative meetings

- Create agendas and project timelines;
- Manage discussions, capture findings/decisions and integrate meeting results into project flow;
- Report outcome of meetings to key stakeholders.

Original Position: New Business Development & Marketing Services

Managed organizational change from allocation to cost recovery

- Conducted thorough analysis of business processes to identify opportunities to enhance effective workflow;
- Developed new functionality in product and service offerings to make department responsive to changing technologies and nimble in incorporating current technical trends;
- Developed internal business processes to manage higher service volumes and more complex projects;
- Conducted annual vendor and client surveys to benchmark our competitive position, identify potential emerging technologies and maintain competitive position.

Developed Marketing Communication program

- Created value proposition for choosing Marriott Creative Services as primary vendor;
- Developed marketing strategies to reach out to existing and potential internal and external clients;
- Conducted sales presentations for top level senior management to create awareness and demand.

Added New Media products to existing business lines

- Internet/Intranet site planning, design, and development for HR, Sales & Marketing, Lodging Development, Training & Development, Finance, and Brand;
- Webmaster for MarriottSpecialEvents.com conference marketing and registration portal;
- Interactive presentation design and development in PowerPoint, Director, CD-Rom and Flash;
- Introduced and manage enterprise wide live and on demand video webcasting and collaborative desktop meeting technology.

1979 – 1993 Before Marriott

Jack Morton Productions (Atlanta, GA - Washington, DC)

Director of Production

- Developed all proposals;
- Managed creative development (speeches, production scripts, conference branding, etc);
- Managed production department personnel and budget;
- Maintained creative and technical quality control standards.

Executive Producer

- Designed creative concepts;
- Developed content;
- Produced media (presentations, videos, etc);
- Technical Director and Stage Manager for all meetings and events;
- Upsold additional services during project development;
- Managed project budget.

Williams/Gerard Productions – Account Manager and Producer (Washington, DC)

- Responsible for introducing company products and services to new prospective clients nationwide, communicating capabilities, then closing and producing the business.
- Developed and managed proposal process, budget, and allocation of expenses. Served as client contact throughout project development and execution/fulfillment.
- Developed a very strong sales background with emphasis on building relationships with new clients.

Creative Establishment – Technical Director, Studio Manager (NYC)

- Technical Director for all events
- Managed full service production studio. Hired freelancers, manages supplies, developed art
- Developed budgets for art & programming
- AVL programmer
- Forox cameral operator

Staging Techniques – Stage Manager (NYC)

- Audio engineer
- Projectionist (slides & video)
- Electrician
- Pyro technician
- Stage Manager
- Technical Director

Personal Information

Education

BS, Communications
Georgia State University

Technical Skills

- Project management (creative and technical)
- Concept development
- Instructional design
- Flow charting
- Content development
- Graphic design
- Authoring (Openbook, HTML, JavaScript, DHTML, CGI, PHP)
- CMS development (Wordpress, Joomla, CMSFS)

Software

- Photoshop
- Front Page/Dreamweaver/Net Objects Fusion
- PowerPoint/Corel Draw
- MS Word
- Asymetrix ToolBook
- PageMaker
- MS Office Suite
- Microsoft Project
- Working knowledge of Flash and Illustrator

Professional and Community Service

- Past President, Association of Multi-Image
- Past President, Comstock Homeowners Association
- Chief of Police Citizen Advisory Council
- City of Fairfax School Board Maintenance Committee
- City of Fairfax Elementary School Task Force
- Director, Oak View Circus Club