

# OTHNIEL B. HARRIS II

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*Integrated producer, creative director, and technologist with extensive experience in the production of digital products and the execution of marketing campaigns across various mediums and platforms.*

## EXPERIENCE

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**3/15 – 12/17**    **360i, LLC**

**New York, NY**

### Senior Integrated Producer

Produced integrated advertising campaigns including brand websites, digital experiences, animation, live video, social-media content, print, and out-of-home.

- Managed creative, experience design (XD), technology, and production teams in the conception, design, and delivery of websites, video and animation, social-media content (organic and paid), print, and out-of-home.
- Acted as subject-matter expert and assisted Account Management teams with client communication.
- Created and managed budgets, staff plans, and timelines. Composed scopes of work and vendor contracts.
- Responsible for successful project delivery and profitability.
- Clients included AB InBev (corporate), CarMax, Chevron, Coca-Cola, Corona, Kelly Blue Book, NESTEA, Nestlé Pure Life, Perrier, and Stella Artois.
- Project budget range: \$250,000 – \$3,000,000

**6/10 – 3/15**    **INTERACTIVE ONE, A DIVISION OF RADIO ONE**

**New York, NY**

### Project Manager

Guided the production of advertising solutions on Interactive One digital properties for national and regional brand partners.

- Responsible for the design and development of marquee advertising campaigns for clients including Walmart, General Mills, Wells Fargo, McDonald's, Verizon, Coca-Cola, and Ford.
- Technical lead and development liaison for custom advertising products. Clients included Boost Mobile, Lionsgate Films, Lifetime Television, Relativity Media, and Viacom.
- Managed graphic design, data creation and third-party developer for Radio One's mobile apps.
- Provided creative thinking, strategic analysis, and design direction for incoming production requests from regional offices.
- Collaborated with the product development team to create requirements and implement technical updates.

**1/09 – 6/10**    **FREELANCE**

**New York, NY**

### Clients: Moët Hennessy, PMG Media Group, The Combat Jack Show, The Loop 21

- *Project Management:* Managed timelines, budgets and design/development resources for digital products including websites and mobile apps.
- *Web Development:* used PHP, HTML and CSS to create or enhance client websites and social media destinations.
- *Graphic Design:* designed print and digital graphic packages.
- *Video Editing:* edited and animated short-form digital video from raw footage for Web and DVD distribution.

**9/08 – 12/09**    **ESSENCE MAGAZINE**

**New York, NY**

### Digital Producer

Managed digital marketing campaigns, including geo-targeted sponsor fulfillment, email marketing, social media marketing, banner creation, and mobile messaging.

- Produced the 2009 Essence Music Festival website and digital marketing campaign, and festival-related pages on *Essence.com*, resulting in record attendance and ticket sales.
- Created successful microsites and interactive marketing campaigns for major advertisers including Ford, Pantene, CoverGirl, Hampton Inn, and MasterCard, resulting in renewed contracts and increased marketing revenue.

**9/07 – 9/08**      **SONIC BOOM, INC.**      **New York, NY**

**Content Director | *Managed 5-member team***

Initiated and refined ideas for new mobile apps, and maintained the quality of content in existing products via communication and negotiation with third-party providers.

- Formulated the business rationale that resulted in the company's first iOS and Facebook apps.

**5/06 – 9/07**      **BURNLOUNGE, INC.**      **New York, NY**

**Content Manager | *Managed 4-member team***

Negotiated licensing agreements with content providers, labels, and independent artists and supervised the administration and distribution of royalty statements and payments.

**2/05 – 5/06**      **TV GUIDE**      **New York, NY**

**Web Producer**

Produced the weekly podcast and maintained the website.

- Created the company's first microsites for the Oscars, Grammys, and Emmys, which included the first use of live streaming video, photo galleries and interactive games and content.

**1/04 – 2/05**      **BLESS ENTERTAINMENT/VINYL RECORDS**      **Bronx, NY**

**Online Marketing Manager**

Created comprehensive marketing strategies using online media including the company website, email marketing campaigns and text alerts.

- Secured corporate sponsorship and leveraged online marketing to expand international sales by 75% year over year.

**5/98 – 12/03**      **DIVERSE SKILL DEVELOPMENT ROLES**      **Various Locations**

Developed technical, creative, and client-service skills through a series of roles with increasing responsibility.

- 3/02 – 12/03: Freelance Video Editor: Phat Farm, Baby Phat, Simmons Jewelry, *Complex* magazine, Columbia Records, and *SOHH.com*
- 11/00 – 3/02: Digital Knowledge Ventures, Web Developer
- 1/00 – 11/00: Urban Box Office (ubo.net), Streaming Media Manager
- 2/99 – 1/00: Sam Ash Music Corporation, Assistant Department Manager
- 5/98 – 2/99: *Stress Magazine*, Contributing Editor

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**TECHNICAL SKILLS**

HTML, CSS, JavaScript, jQuery, PHP, Photoshop, Illustrator, Final Cut Pro, Logic, Agile, Waterfall, Smartsheet, Jira, Basecamp, MS Project, Excel, PowerPoint, Keynote.

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**EDUCATION**

**Columbia University, New York, NY**

Columbia College, Class of 1998

Bachelor of Arts in Music

Concentration: Computer Music and Digital Recording