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### **Career Objective**

A leadership position with a company interested in benefiting from the opportunities presented by leading edge new media technologies where a commitment to innovative ideas and entrepreneurial spirit is recognized and rewarded.

### **Qualifications Summary:**

- Accomplished industry leader and strategist with a demonstrated history of success integrating new media technologies into existing platforms and campaigns for Fortune 500 companies.
- Combined expertise in RSS and podcast development with an extended network of relationships with independent, corporate and mainstream media.
- Developed and licensed Castlock, a robust new media management and RSS metrics platform that enables users to manage large libraries of content and maintain statistics privately.

### **Professional Experience**

**Room 214, Boulder, Colorado - 1/2007-11/2007**

#### **Vice President, New Media**

Leadership force for product development within an organization that integrates new media, public relations efforts, web marketing methodologies and technologies under cohesive systems that drive measurable calls to action via the Internet. Company services were solicited from some of the most recognized PR firms and creative agencies to positively impact corporate sales, brand awareness and communications.

#### **Major Contributions:**

- Developed moderated media RSS feeds (mmRSS) for episodic and archived content delivery via RSS
- Managed product development and integration of emerging technologies such as Twitter and other social media API's into Castlock, a robust new media management and RSS metrics platform
- Created and delivered new products from the Castlock code base, RSSignite and Episodr
- Spearheaded integration of new media including podcasting and RSS into new client product offerings and marketing campaigns
- Invigorated existing client marketing campaigns with new media elements
- Directed digital media production from concept to final deliverable
- Initiated research and development for RSS strategies and effective RSS search engine optimization
- Served as company spokesperson at industry and new media events around the country

**Career Note:** As a representative of Room 214 and respected authority in the new media field I delivered the following presentations:

- Podcast & New Media Expo (Sept. 2007) Ontario, CA. "Compression Killed the Video Star"
- PodCamp NYC (Apr. 2007) New York, New York. Panel "Podcast Open Metrics Initiative."
- eLearning 2007 (Mar. 2007) Chicago, IL. "Using RSS Feeds, Podcasts to Deliver Distance Education"
- Podcast Academy 5 (Feb. 2007) Duke University. "Understanding Authenticated & Personalized RSS Feeds"

**Joint Commission Resources/Joint Commission, Oakbrook Terrace, Illinois - 5/2005-12/2006**

## **Associate Director, eLearning**

Promoted to direct eLearning digital product development for Joint Commission Resources. Led innovations in delivery of information required to comply with the accreditation standards of the Joint Commission on Accredited Healthcare Organizations (JCAHO). JCAHO accreditation and certification is the standard of excellence in health care organizations.

### **Major Contributions:**

- Identified opportunities for new revenue streams utilizing innovative content delivery systems
- Evangelized blogging and podcast initiatives to integrate new media technologies within the enterprise
- Directed a division to develop digital products and manage legacy products focusing on increasing sales
- Engineered courseware implementation, software, coding and course development for field cadre and central office employees
- Disseminated educational training information to 400 global field staff via a custom RSS application

## **Palegroove Studios, Naperville, Illinois - 2/2005-Present**

### **Founder/CEO**

Pioneered the start-up and development of the world's first podcast production company. Advised Fortune 500 clients on utilizing this medium to extend their brands. Developed podcasts from conception to deliverables which includes consulting with client on: show content, format, script writing, transcripts and creation of royalty free musical intros, outros and sweepers. Developed and licensed Castlock, a robust new media management and RSS metrics platform. Produced over 700 podcasts since 2005.

### **Podcasts Produced:**

- MasterCard, The Home Depot, Abbot Laboratories (2007)
- Nascar Alltel Racing Podcast (2006 & 2007) produced podcasts in conjunction with XM Satellite Radio
- NFL Alltel My Circle Podcast (2006 season) produced with nationally recognized radio talent from official team media outlets
- Nascar Coors Light Racing Podcast for Coors Light (2006)
- Fab 5 Summer '05 Podcasts produced for MTV Networks Affiliate Marketing (2005)
- Developed and independently produced Croncast (2004-Present) delivered 3 times a week since November of 2004 and recognized by a number of media outlets including: The New York Times, Detroit Free Press, FOX News, and NBC (Chicago)

**Career Note:** As a successful entrepreneur and recognized expert in the podcast industry I delivered the following presentations:

- PodCamp West (Nov. 2006) San Francisco, CA. Keynote panel "The Future of New Media"
- Portable Media Expo (Sep. 2006) Ontario, CA. "Leveraging Your Knowledge as a Podcasting Consultant"
- Podcast Academy 4 (Sep. 2006) Ontario, CA. "Web Design for Corporate Podcasting"

## **Waubonsee Community College, Sugar Grove, Illinois - 5/2000-5/2005**

### **Distance Learning Technical Support Specialist**

- Trained and supported university and college faculty throughout Illinois on the integration of technology into the classroom as part of ILLCO, a state funded initiative
- Designed and developed all graphics, wrote code, recorded, edited and encoded all audio for a Flash virtual tour of the college campus for use online, CD-ROM and hybrid DVD
- Recognized as innovator within organization promoted four times in five years

### **Groups**

Academic Advisory Committee at American InterContinental University for BFA, Visual Communications

**Languages**

PHP, MySQL, RSS, XML, HTML

**Audio/Video**

Sound Forge, Acid Pro, WaveLab,  
Vegas, Waves, Fruity Loops

**Blogware/Podcasting**

Castlock and WordPress

**Design/Interactive**

Flash, Dreamweaver, Fireworks,  
Photoshop, InDesign and Illustrator

**Courseware**

WebCT, aTutor, Scenario Studio, and HorizonLive

**Education**

**BFA Visual Communication with an emphasis in Digital Design 2005**

American InterContinental University, Hoffman Estates, Illinois

**Associates of Arts Degree December 2000**

Waubonsee Community College, Sugar Grove, Illinois

August 1993 – December 1994

Bradley University, Peoria, Illinois