

BRIAN TUOHY

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CAREER FOCUS

To be involved with teams of developers, designers, and digital explorers, all working collaboratively to define the interactive experience for users innovative products and technologies to make the world a better place and have fun doing it.

CORE COMPETENCIES

Solid project management and team leadership abilities – building, maintaining and leading teams to keep projects on track even under challenging circumstances, grow accord amongst all stakeholders and deliver exceptional results

Experienced with a wide variety of technology including video, audio, web, and mobile, with expertise in determining best channel for delivery of targeted communications

Unique blend of strategic and creative proficiency that has consistently been valued by employers and that has stimulated organizations to achieve their goals

Strong marketing expertise – launched multiple projects and established / strengthened brand identity for numerous products and services

Exceptional combination of hard and soft skills from software savvy and process methodology to risk management, learning agility, and interpersonal effectiveness

PROFESSIONAL EXPERIENCE

Freelance, b2emedia. San Francisco, CA

March 2011 - Present

Oversee all aspects of a interactive advertising agency.

- Project Management.
- UI / UX Design and Development.
- Mobile Design and Development
- Audio and Video Production.
- Marketing / Promotion
- Analytic Research, Implementation, and Discovery
- Branding.

Regional Web Developer, Gannett Co. Inc, McLean, VA

May 2009 – March 2011

Provided direction, support and solutions for all aspects of web/mobile based systems for multiple station locations within the Gannett Broadcast division including:

- Project/Product Management
- Marketing / Promotion
- Sales Strategy / Ad Serving Solutions / Client Outreach and Understanding
- Video, Ad Serving, SMS, Newsletter, Content Management, Weather Product Discovery and Integration
- Analytic Research, Implementation, and Discovery
- Mobile Research, Design, Development and Implementation
- Budget Analysis and Implementation
- IT / Engineering Support and Implementation
- Vendor Management
- Training and support on website and mobile technologies implemented.

Director of Innovation, Gannett Division: ABC News10

June 2008 - May 2009

Project managed all aspects of implementing new technologies and product from parent company to all departments of ABC affiliate News10 including:

- Discovered and created budgets for new technology and product
- Initiated strategies for growing on-air, online, SMS, email and mobile products audiences
- Created the "Innovation Room" for weekly trainings in all technologies and strategies available, currently used or possibilities for the future
- Created a companywide "Viral Marketing" strategy that used every employee's social media skills to push content to new media outlets
- Worked with News, Promotions, Sales, IT, Engineering and Business to use the technologies and services available to to their fullest, helping to bridge the gap that occurred with different departments

Sales Creative Director, Gannett Division: ABC News10 **November 2005 - June 2008**

Managed a team of creative producers in the development of online sales related products and services for News10 and News10 clients.

- Reorganized the way content was created for clients, introducing new technologies and strategies that gave our clients a clear advantage in on-air, online, mobile and SMS, advertising strategies for the News10 demographic
- Introduced rich media online campaigns to News10 and shared these with other Gannett affiliate properties around the country
- Produced video productions for broadcast, online and mobile.
- Worked on National ad campaigns with all of Gannett Broadcast affiliate television stations
- Nominated for "Innovator of the Year" for National Gannett Co, Inc. awards

Producer, EMC Advertising, Sacramento, CA **November 2003 - November 2005**

Produced "direct response" television spots for over 50 clients in 80 markets nationwide

- Involved in all aspects of production; audio, video, animation, editing, motion design, media and talent direction on all nationally aired commercial spots and online campaigns

Media Director, Ultimation Inc., Petaluma, CA **April 1997 - February 2001**

First employee hired for video game development company. **Games shipped:** Silent Hunter II, Destroyer Commander, Harpoon IV and Panzer Commander.

- Project management over all aspects of game production
- Oversaw the development of all 3D assets, 2D interface design, and special effects
- Directed and engineered all audio and video creation
- Directed localization into Spanish, German, and French
- Oversaw the creation of period music for the games

Producer, Elliott Portwood Productions, Petaluma, CA **February 1994 - February 1997**

Hired by the creators of "Where in the World is Carmen Santiago" to direct and produce video for various projects in production. **Games shipped:** Marty the Mouse, Morgan and the Trouble with Cheese, Shuffle Puck II.

My responsibilities grew to incorporate:

- Managed the creation of the interface design as well as the eight 3D characters and environments.
- Responsible for all art assets, including SFX and music development
- Directed and engineered all audio elements, SFX as well as localizing the video games to Spanish, French and German
- Worked closely with outside vendors.

In addition, I had the pleasure of writing and recording three original songs for "Marty the Mouse".

SKILLS

Graphic design knowledge: Adobe CC Master Collection, Lightwave, Maya

Motion design knowledge: Adobe CC Master Collection, Motion, Final Cut Pro, Avid

Interactive design knowledge: Adobe CC Master Collection, actionscript, Xcode, HTML, PHP, CSS, .NET, JavaScript, JQuery Mobile, Sencha Touch, Titanium, DVD Studio Pro, MySQL

Music Creation: Digital Performer, Reason, Sound Track Pro, Logic, Garageband

Content Management Systems: Wordpress and Drupal

Productivity: Microsoft Office Suite, Pages, Keynote, Numbers

Vendor knowledge: Brightcove, Akamai, Adtech, Exact Target, WSI, LiveStream, AnyStream, Omniture, Google Webmaster Tools, Facebook API, Twitter API, Pointroll, Real Media, Constant Contact, Campaigner, MailChimp.