

CARMEN DUKES

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www.carmendukes.com

Digital producer and strategist with seven years global experience developing multi-platform digital and television content to achieve profitable revenue streams. Educated and experienced in the design and definition of strategic business initiatives, product development, user experience, user research, and rapid prototyping. Demonstrable talent in the design and development of online games, mobile applications, and websites for children.

PROFESSIONAL EXPERIENCE

HIT ENTERTAINMENT, NEW YORK, NY (11/07 - Present)

PRODUCER, GLOBAL DIGITAL MEDIA

Led multiple concurrent global digital projects with total budgets exceeding 300K. Performed hands-on management throughout initiation, discovery, planning, design, development, testing, and deployment.

- Directed vision and implementation of user experience - including information architecture, interaction design, and interface design - to increase product usage and achieve business objectives..
- Led content strategy and development process - creating, repurposing, updating and managing all content for brand sites. Used competitive analysis, consumer and digital research to define new content features.
- Produced educational flash games for preschoolers. Worked with developers to ensure appropriate usability and technical specifications. Utilized personal game experience to determine game play, content, and design.
- Researched and drafted project proposals for new business initiatives. Identified opportunities for incremental revenue and presented recommendations and revenue projections to management team.

"Carmen has a talent for anticipating issues and finding solutions for them before they can have a negative impact to business. She eagerly takes on additional responsibility and because of her depth of technical and industry knowledge she is a good fit in the exploration of new businesses." - 2009 Performance Review

MTV NETWORKS, NEW YORK, NY (8/06 - 11/07)

DIGITAL PRODUCER (SHOWS), VH1.com

Executed successful digital initiatives to increase traffic and generate advertising and e-commerce revenue. Coordinated all phases of required production tasks through designers, photo editors, and developers.

- Supervised the online production of network series and special projects to increase traffic and generate advertising revenue. Coordinated all phases of production tasks with designers, photo editors, and developers.
- Researched and identified click-through trends and popular content using analytic software in order to increase and optimize web traffic. Provided recommendations based on findings to improve online ROI.

"Carmen is a very talented web producer with outstanding technical writing skills and endless creativity. Always at the forefront of new web technologies, she has an encyclopedia's worth of new media knowledge." - LinkedIn Recommendation

ESPN TELEVISION NETWORKS, BRISTOL, CT (1/04 - 8/06)

ASSOCIATE PRODUCER, NEW MEDIA PACKAGING UNIT (11/04 - 8/06)

Produced original content for digital distribution across multiple platforms including OnDemand, broadband, in-flight video, wireless, and home video distribution.

PRODUCTION ASSISTANT, REMOTE PRODUCTION (1/04 - 11/04)

Collaborated with production management staff on the production of broadcast television events. Drafted and distributed scripts, videos, and other materials for live television production.

EDUCATION

MFA Candidate, Interaction Design, School of Visual Arts, New York, NY *expected 2011*

Information Technology Graduate Certificate, New York University, New York, NY 2009

Bachelor of Arts in Film and Media Arts, Business Minor, Temple University, Philadelphia, PA 2003

TECHNOLOGY SKILLS

Omnigraffle, Word, Excel, PowerPoint, Photoshop, Illustrator, Flash, MS Project, Omniture