

# Erick Betancourt

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## SUMMARY

- Fourteen years experience in Web site design and development.
- Twelve years experience developing and directing creative online marketing promotions.
- Directed Web development team resources, including producers, programmers, technical support teams and design teams. Strategy and direction of new business pitches, presentations, estimates, and proposals.
- Researched and established relationship with development production resources in Vietnam & Canada.
- Created International Development process between US and Canada for world class Ad agency.
- Experienced in achieving marketing goals using interactive television, WAP technologies, and scripting languages.
- Won over 20 advertising and industry-related awards for Web development projects directed or produced.

## EXPERIENCE

### Eleven Inc., San Francisco, CA 2007 - 2009

#### **Executive Producer 9/07 – 4/09**

Responsible for overall digital development and production planning for various campaigns. Duties included new business and agency process documentation, interactive team management of producers, developers, Flash animators and quality assurance.

#### **Clients:**

- Apple
- Autodesk
- Business Objects
- Callaway Golf
- Common Sense Media
- Northstar at Tahoe
- Oakland A's
- OLPC
- Virgin America
- Visa

### Freelance Executive Producer, San Francisco, CA 2006 - 2007

Euro RSCG Worldwide

- Ask.com - [searchtools.ask.com](http://searchtools.ask.com)

Wolfe/Doyle

- Trips 123 - [www.trips123.com](http://www.trips123.com)
- Quick Sort - [www.quicksortmail.com](http://www.quicksortmail.com)
- Wolfe/Doyle - [www.wolfedoyle.com](http://www.wolfedoyle.com)

Evolution Bureau (EVB)

- adidas Major League Soccer - [www.adidas.com/mls](http://www.adidas.com/mls)
- adidas Football - [www.adidas.com/americanfootball/](http://www.adidas.com/americanfootball/)

### Publicis Dialog, San Francisco, CA 2005 - 2006

#### **Project Management Supervisor 5/05 – 1/06**

Currently responsible for Project Management, Quality Assurance and development teams. Duties include oversight of over 60 active projects in the queue, creation of development process, client relationship management, new business development, resource management, traditional project management capabilities such as project definition, creation of Information Architectures, Functional Specifications, and test plan implementation.

### ChevronTexaco, San Ramon, CA 2002 - 2005

#### **Contract – Executive Producer 10/02 – 5/05**

Responsible for Interactive planning and development of multiple Intranet and Internet sites for several Operating Companies within ChevronTexaco. Duties include new business development, traditional project management capabilities such as project definition, creation of Information Architectures, Functional Specifications, Schedules, Estimates, and the management of technical and design development teams throughout the projects cycle.

#### **Sample Work:**

Map of Operations - [www.chevrontexaco.com/](http://www.chevrontexaco.com/)  
Many additional sites hosted on Intranet

### McQuarter Group, Burlingame, CA 2002

#### **Director & Executive Producer** 2/02 – 9/02

Responsible for developing an integrated marketing services business unit for a traditional PR agency. Directly responsible for coming up with a development process, billing rates and structure, management of all interactive development. Including

company wide Intranet and Extranet, site redesign, new business presentation site, and other interactive programs.

**Project / Consulting Clients:**

- Snapple
- IPass
- McQuarter

**Doremus, San Francisco, CA 2001-2002**

**Director of Interactive** 8/01 – 2/02

Responsible for Interactive capabilities including creation and management of development process within traditional B2B Advertising agency. Responsible for traditional Executive Producer duties such as project plans, resource management, and various production tasks.

**Project / Consulting Clients:**

- Hitachi Data Systems
- Commerce One
- Tektronix
- iPass

**New Business Spec Work for:**

- SGI
- Fujitsu
- Toshiba
- Check Point

**Tribal DDB, San Francisco, CA 2000-2001**

**Director of Production** 12/00 – 7/01

Directed strategy development, implementation and execution of online marketing programs for digital advertising agency. Integrate with traditional advertisers to develop a digital extension of traditional advertising campaigns. Directly responsible for traditional Producer, Resource Manager, and QA duties, including resource management of creative department. Manage Web site production resources, maintaining balanced team workloads to ensure top-quality and timely project deliverables.

**Project / Consulting Clients:**

- Glad
- Liquid Bleach
- STP
- Brita
- Marketocracy

**Sample Work:**

- STP [www.stpgastips.com](http://www.stpgastips.com)
- Armor All [www.armorall.com](http://www.armorall.com)
- Tilex [www.tilex.com](http://www.tilex.com)
- Fresh Step [www.freshstep.com](http://www.freshstep.com)
- BASOC [www.basoc2012.com](http://www.basoc2012.com)

**SF Interactive, San Francisco, CA 1998-2000**

**Executive Producer** 7/98 – 9/00

Directed teams of producers, creatives, and account managers to achieve client objectives for this online marketing services agency. Managed company-wide Web site production resources, maintaining balanced team workloads to ensure top-quality and timely project deliverables. Directed team of fourteen producers

- Build Web development process and systems
- Encouraged innovation and new approaches
- Identified and created development standards to ensure quality of work and efficiency
- Collaborated with senior team on new business pitches

**Creative Examples:**

- Jamba Juice [www.jambajuice.com](http://www.jambajuice.com)
- RockShox [www.rockshox.com](http://www.rockshox.com)
- NASCAR [www.smsonline.com](http://www.smsonline.com)
- Blue Marlin [www.bluemarlincorp.com](http://www.bluemarlincorp.com)
- Vail Resorts [www.blueskybasin.com](http://www.blueskybasin.com)
- Got Milk? [www.gotmilk.com](http://www.gotmilk.com)
- EPolicy.com [www.epolicy.com](http://www.epolicy.com)
- Crissy Field [www.crissyfield.org](http://www.crissyfield.org)
- Discover Brokerage [www.dicoverbrokerage.com](http://www.dicoverbrokerage.com)

**Expert Software, Coral Gables, FL 1995-1998**

**Online Services Manager** 3/97 – 7/98

Directly responsible for traditional Webmaster duties, including coordination of technical matters with ISP, maintenance of a Windows NT and a UNIX Web server, rendering of content produced by other departments into HTML, and implementation of new Web-related technologies. Participated in the redesign and re-launch of Expert Software's Web presence, which consisted of an interactive Web site and a push channel (based on BackWeb). Other notable activities included:

- Implementation of an interactive Web-based McDonaldland environment for children
- Implementation of Web-based resources, such as catalogues, technical support databases, online games, etc.
- Supervised 16 Help Desk staff members

**SKILLS**

- Extensive use of Internet environments, technologies, content, applications, browsers, MS Project, Visio, Photoshop, HTML scripting, JavaScript, CSS, ASP, SQL, JAVA, image formats and tools
- Excellent technical documentation skills
- Bilingual (English and Spanish)