

Jonathan Marc James

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Education & Accomplishments

University of Denver – B.A. Digital Media Studies, Marketing Minor
Division I Men's Ice Hockey, two-time National Champion
Escape from Alcatraz Triathlon Finisher

Experience

Wieden + Kennedy (June '08 – Present)

Director of Digital Ad Operations (August '10 – Present)

Work with internal and external creative, media and digital teams and the online publishers to ensure digital creative launch successfully. The Director of Digital Ad Operations is responsible for the development and execution of project schedules for a portfolio of digital executions from conception through launch. Responsibilities include, but are not limited to:

- Serve as rich media creative technologist for internal and external digital teams. Work with and educate traditional creative teams in online usability and rich media best practices.
- Work cross functionally with developers, rich media production teams, and online publishers to perform detailed QA, schedule and implement various rich media creative to enable proper tracking and reporting of campaigns.
- Use expert knowledge of DART products, (DCLK Studio, DFA, and MediaVisor) to ensure successful execution of digital rich media campaigns.
- Provide rich media buildsheet templates for internal and external creative agency use to streamline digital creative, and outlines technical specifications.
- Day-to-day management of the Digital Trafficking and Analytics Teams.
- Negotiate creative work specifications with pubs; convinces pubs of the worth of the creative concept that fall outside of normal digital specifications.

Digital Trafficking Team Lead (April '09 – August '10)

When business increased, we built a trafficking team and infrastructure to support all Media, Digital Production and Analytics initiatives.

Digital Trafficking Manager (June '08 – April '09)

As the first digital trafficker at Wieden + Kennedy, I created and managed an efficient process that is still used by our various media and digital teams.

Competitor Group – Digital Trafficking Manager – Boulder, CO (June '07 – May '08)

The Competitor Group publishes *VeloNews*, *Inside Triathlon*, *Triathlete*, and *Competitor* magazines. Managed Digital Ad Operations for *VeloNews.com* and *InsideTri.com*. Helped sustain advertiser relationships through timely communication and strong attention to detail.

Apple Retail – Mac Specialist – Littleton, CO (Summer '07)

Provided consistent, high-level technical assistance and customers service in a busy retail store following the release of the iPhone.

5280 Magazine – Design & Web Development Intern – Denver, Colorado (April '06 - June '07)

Worked in a deadline-driven, close-knit team environment; met deadlines as expected; effectively communicated with the Art Director and Systems Administrator.

Jonnie James Web Design & Development

Outside the work environment, I continue to add to my skill set by doing freelance web design and development. <http://jonniejamesdesign.com> is my exploratory portal for creativity.

Skills

CS4, OSX, HTML, XHTML, CSS, FTP, Omniture, Google Analytics, Google DOCS, Ad Tech (DFA6, DCLK Studio, MediaVisor, Pointrroll, Unicast, MV, AdJuggler, AdvertPro), Basecamp, Parallels, Windows, MS Office, Database Management Software.

Activities & Hobbies:

Triathlon, Snowboarding, Hiking, Ice Hockey, Photography, Web Design/Dev, Baking, Cooking.