

# Erick Betancourt

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- Eighteen years experience in website design and development.
- Sixteen years experience developing and directing creative online marketing promotions
- Years of experience directing web development resources, including producers, programmers, developers 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

## EXPERIENCE

### **Freelance Executive Producer, San Francisco, CA 2006 - 2014**

#### Novio:

- Defined SOW and managed resources during development of an interactive web demo created for Informatica
- Sourced and managed production team throughout build of an HTML5 based demo
- View demo here: [http://www.informatica.com/videos/demos/2619\\_data\\_integration\\_solutions/default.html](http://www.informatica.com/videos/demos/2619_data_integration_solutions/default.html)

#### Wells Fargo

- Defined and implemented web development process for HR intranet
- Managed large content migration project from one CMS platform to another spanning dozens of intranet sites
- Development of various scope documents, project plans, information architectures, functional specifications, resource forecasts, presentations and additional development planning documents

#### Euro RSCG Worldwide (a.k.a. Havas Worldwide)

- Tintin – [www.tintin.com](http://www.tintin.com)
- Michael Mina – [www.michaelmina.net](http://www.michaelmina.net)
- Genentech: CF Living – [www.cfliving.com](http://www.cfliving.com)
- Genentech: Pulmozime – [www.pulmozyme.com](http://www.pulmozyme.com)
- Genentech: Heroes of Hope – [www.heroesofhope.com](http://www.heroesofhope.com)
- Ask.com -[searchtools.ask.com](http://searchtools.ask.com)

#### Evolution Bureau (sites no longer live)

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

#### Wolfe/Doyle

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

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

#### **Executive Producer**

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.

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

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

#### **Project Management Supervisor**

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**

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

## McQuerter Group, Burlingame, CA 2002

### **Director & Executive Producer**

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
- McQuerter

## Doremus, San Francisco, CA 2001-2002

### **Director of Interactive**

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**

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 website 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**

Directed teams of producers, creatives, and account managers to achieve client objectives for this online marketing services agency. Managed company-wide website 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

#### **Sample Work:**

- 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.discoverbrokerage.com](http://www.discoverbrokerage.com)

## Expert Software, Coral Gables, FL 1996-1998

### **Online Services Manager**

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 website 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**

- Proficient in various environments, technologies, applications, browsers, CMS, SEM, SEO, MS Project, Visio, OmniGraffle, Photoshop, HTML scripting, JavaScript, Flash, CSS, OpenText, SharePoint, ASP, SQL, JAVA and imaging tools
- Excellent technical documentation skills
- Bilingual (English and Spanish)