

:: <http://wanderingrabbit.com> ::  
:: [phaedra@wanderingrabbit.com](mailto:phaedra@wanderingrabbit.com) ::  
:: 917.921.8875 ::

# Phaedra Riley

## SKILLS ::

- :: Animation
- :: CMS/CMA Use & Design
- :: Content Creation
- :: Copy Writing/Editing
- :: DVD Authoring
- :: Excellent Communication
- :: Illustration
- :: Multi-tasking
- :: Organization
- :: Problem Solving
- :: Project/Technical Management
- :: SEO
- :: Site Analytics
- :: Traffic Reporting
- :: Video Editing
- :: Work well with others

## MULTIMEDIA ::

- :: AfterEffects
- :: Director
- :: Dreamweaver
- :: FinalCutPro
- :: Flash
- :: ImageReady
- :: MS Office
- :: Photoshop
- :: Proce55ing
- :: QuickTime
- :: Typepad
- :: Wiki
- :: WordPress

## EXPERIENCE ::

:: Mar '07 – Feb '09

**MTV Networks, Digital Programming - East.** New York, NY.  
**Sr. Manager, Digital Development (BestWeekEver.tv, 24/Sizzler.com, My Lil Lohan, *more*):** Online producer, project & technical manager for multiple websites, blogs and Facebook Application. Managed new development, maintenance, and analytics. Organized new content and updated/QA sites as needed. Proposed & implemented new features, sites, and content. Managed and communicated between various teams, developers, departments & vendors. Provided day to day updates and fresh content.  
Official Sites: [bestweekever.tv](http://bestweekever.tv), [24sizzler.com](http://24sizzler.com), [My Lil Lohan](http://MyLilLohan.com).

:: Jun '06 – Feb '07

**fuse, Web Team.** New York, NY.  
**Interactive Producer II:** Managed largest network website, fuse.tv, in the Rainbow Media Group. Directed the entire fuse web team. Created and emailed weekly newsletter for 200k+ recipients. Updated site daily to reflect programming needs. Created feature and contest pages and microsites for events and ad sales. Helped develop and launch the [video](#) and [music](#) portals. Coordinated all mobile/cell phone blasts, voting, polls, games, text TV, and registration. Managed all online voting for show programming.  
Official Site: [fuse.tv](http://fuse.tv)

:: Oct '05 – Jun '06

**Atlantic Records, New Media Dept.** New York, NY.  
**Freelance Web Designer:** Created original content for artists sites. Developed Flash games and tutorials. Created banners, contest pages, email templates and various other design elements as needed. Coordinated the first online contest integration with Muvee™ for a Jason Mraz video contest.  
Official Site: [atlanticrecords.com](http://atlanticrecords.com)

:: Aug '04 - Dec '04

**Honeybee Robotics.** New York, NY.  
**Web Intern:** Updated web design, maintained and developed the wiki for intra-office communication, created graphics, edited papers for conference submission, transferred video between formats.

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## LANGUAGES ::

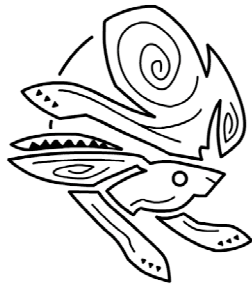
:: ActionScript  
:: CSS  
:: HTML  
:: Lingo  
:: PHP (familiar)  
:: PICBasicPro

## PORTFOLIO ::

:: <http://wanderingrabbit.com/portfolio>

## REFERENCES ::

:: via [LinkedIn Recommendations](#)



## EXPERIENCE (Cont.) ::

:: Sep '03 – Aug '05  
**Interactive Telecommunications Program - NYU.**  
New York, NY.  
**Equipment Room Assistant:** Supervised multiple computer labs, monitored equipment check-outs, assisted students and instructors with various technical matters, opened and closed the department facilities.

:: Feb '01 - Jul '03  
**Barnes & Noble, INC.** San Francisco, CA / Springfield, VA.  
**Receiving Manager:** Coordinated all shipments in and out of the store. Managed Leads and Booksellers. Promoted from Bookseller, then Receiving Lead.

:: Sep '00 - Dec '00  
**Manex Interactive - Manex Entertainment.** Alameda, CA.  
**Interaction Designer:** Appointed **Design Lead** on company eLearning Demo project, Flash interactivity programming for Seriality project, Flash design, web UI layout and design.

## EDUCATION ::

:: 2005 - Master's Degree  
Interactive Telecommunications Program (ITP), New York University.  
:: 2000 - Bachelor's Degree  
Digital Media Concentration, Studio Art, University of Virginia.