

# RENEE J. VALDEZ

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## EMPLOYMENT

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| 05/2008 – Present | MTV Networks, Producer, Comedy Central, Spike & Atom<br>Cable TV Channel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | New York, NY    |
|                   | <ul style="list-style-type: none"><li>• <i>Utilization of Content Management Systems to manage high volume video content for Mobile Video on Demand, Broadband Syndication, WAP and Smartphone applications.</i></li><li>• <i>Encode video into appropriate file formats for mobile and broadband platforms requiring knowledge of video codecs and encoding processes.</i></li><li>• <i>Handle XML delivery and feed quality assurance.</i></li><li>• <i>Coordinate with writers, designers and PA's to ensure assets are delivered on schedule.</i></li><li>• <i>Ensure all platforms are running with the current programming schedule for full alignment with on-air properties.</i></li><li>• <i>Analyze stream metrics.</i></li><li>• <i>Working with Standards &amp; Practices to ensure videos are TV-14 when required.</i></li><li>• <i>Revise processes to efficiently handle changes in technology and a growing delivery needs.</i></li><li>• <i>Create and maintain procedural documentation.</i></li></ul> |                 |
| 10/2009 – 02/2010 | Ic conduit Media Management, Freelance Web Editor<br>Media management firm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Los Angeles, CA |
|                   | <ul style="list-style-type: none"><li>• <i>Update content on existing client websites.</i></li><li>• <i>Editing Wordpress templates, html, rss feeds, analytics code, and social networking platforms.</i></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |
| 02/2007 – 01/2009 | Inc./Fast Company, Freelance Designer<br>Business magazine websites                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | New York, NY    |
|                   | <ul style="list-style-type: none"><li>• <i>Design project-based slideshows for Inc.com, IncTechnology.com and FastCompany.com.</i></li><li>• <i>Conduct image research using stock photography resources and obtain copyright permissions for product images via Media Relations contacts.</i></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |
| 04/2008 – 06/2008 | Makeuseof.com, Contributing Writer<br>Technology blog                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | New York, NY    |
|                   | <ul style="list-style-type: none"><li>• <i>Reviewed free and useful websites, freeware applications and plug-ins.</i></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |
| 06/2007 – 04/2008 | Shopwiki.com, QA Analyst/User Interface Project Manager<br>Comparison shopping search engine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | New York, NY    |
|                   | <ul style="list-style-type: none"><li>• <i>Designed, implemented and cross-browser tested changes on all user interfaces (UIs) to maintain consistency between international markets.</i></li><li>• <i>Project-managed the implementation of features to the UI by coordinating with Engineers, Business Development and Executives while adhering to the development cycle.</i></li><li>• <i>Utilized search engine optimization (SEO) techniques to boost website's indexing and traffic.</i></li><li>• <i>Analyzed traffic metrics in order to improve bounce and conversion rates.</i></li><li>• <i>Assured the quality and effectiveness of the crawlers and their data using in-house testing software while working collaboratively with engineers to develop solutions to recurring errors.</i></li><li>• <i>Designed the logo and visual style of the Shopwiki blog and served as a contributing writer.</i></li></ul>                                                                                          |                 |
| 01/2006 - 04/2007 | Freshnotes (formerly Knover), Design Coordinator<br>Related content search engine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | New York, NY    |
|                   | <ul style="list-style-type: none"><li>• <i>Performed end-to-end usability tests including writing scripts, recruiting, facilitating and reporting. Created and implemented redesigns based on usability findings.</i></li><li>• <i>Managed all aspects of a large-scale photography database including acquiring, editing and importing photos.</i></li><li>• <i>Maintained high volume website content by utilizing a content management system (CMS) and working closely with the Development team to implement changes to improve workflow.</i></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |

- *Coordinated the E-newsletter by formatting the layouts, designing graphics, entering content and analyzing subscriber data.*
- *Increased site traffic through strategic ad placement and viral marketing techniques.*
- *Redesigned company logo and branding.*

01/2004 - 03/2006

Buttermilk Records/Studios, Marketing Coordinator  
Independent record label and recording studio

Seattle, WA

- *Organized radio and print media campaigns for new album releases by designing and writing copy for all publicity materials.*
- *Developed marketing strategies through tactical ad placement in relevant media to coincide with tours and radio play.*
- *Administered website and maintained media contact database.*
- *Interacted with music directors, music editors, store buyers, distributors, ad representatives, and bookers to communicate tour scheduling, album reviews, and payments.*

02/2003 – 12/2003

The Art Institute of Seattle, Student Assistant to the Registrar

Seattle, WA

- *Maintained student files for the institute.*

11/1999 – 12/2001

Verizon Wireless, Customer Care Representative

Fort Worth, TX

- *Assisted in the training of new employees in one-on-one and group settings.*
- *Contributed to developing the company's user-friendly intranet as a member of the Intranet Recommendations Team.*
- *Responded to escalated issues in the absence of supervisors by applying and practicing established techniques for customer satisfaction.*

## SKILLS

Content Management  
Usability  
XHTML and CSS  
SEO

Project management  
Video codecs & encoding  
Regular expressions  
Xpath

Digital media editing  
Bilingual: English and Spanish  
Strong writing skills  
Research

## OPERATING SYSTEMS/SOFTWARE

All Windows Platforms  
Mac OSX  
Adobe Acrobat Professional  
Adobe Illustrator

Adobe In Design  
Adobe Photoshop  
Microsoft Office Suite  
Pro Tools

## EDUCATION

07/2004 – 09/2005

The Art Institute of Seattle, Diploma, Digital Graphic Production

Seattle, WA

- *Graduated with honors*

01/2004 – 07/2004

Seattle Central Community College, Business Administration

Seattle, WA

- *Course work towards BA degree*

2002 – 2003

The Art Institute of Seattle, Associate of Applied Arts, Audio Production

Seattle, WA

- *Graduated with honors (Dean's List)*

1996 – 1997

Luna Community College, Science and Math Technician Program

Las Vegas, NM

- *Program through Intel involving CAD for the design of silicon wafers*