

Sean W. Bohan

<http://www.seanbohan.com>
seanbohan@gmail.com

(646) 234-5693
AIM – seanbohan

business, advertising, start-up, blogging, podcasting, **social media**,
social software, accessibility, video, **participation**, rich media, digital culture,
application, **citizen media**, **syndication**, users in charge, tagging,
folksonomy, **strategy**, videoblogging, oldtimers, **Web2.0**, wwwac, BarCamp,
execution, production, producer, **collaboration**, remix, wireless,
creative commons, **mashups**, wiki, **virtual worlds**, widgets, online games,
sharing, blogs, technology, **emerging technologies**, podcasting

Athletes' Performance

2/2008 – Present

- Planning, IA, production, QA and deployment of the new SaaS CMS for CorePerformance.com
- Define and manage the ongoing workflow, production process, product enhancements for the site (Content, Member, Community and E-Commerce)
- Source, contract, architect and produce the Newsletter platform for the site (3rd Party vendor + CMS integration)
- Managed technical integration and planning for site Redesign (live 12/2008) including rollout of Single Sign On (single user record across all platforms), Integrated Community Features, Member area conversion to Web Service and new Forum integration
- Partnered with Adidas in the content and program definition for adidas Core Skills experience at the Beijing Olympics
- Worked with internal disciplines (editorial, creative, technology, new business, methodology) to define process and procedures for Product Development, Maintenance and Partner Integration
- Developed Video Production Strategy to develop editorial storytelling culture within AP/CP and engaging the users

VP Strategy & Production

MRM Worldwide

3/2006 – 2/2008

General Motors Centennial (GMnext)

- Defined the strategic direction and overall Customer Experience Map for the Centennial across multiple media channels; launch timed to coincide with the 100 birthday of General Motors. The overall program is a Social Media platform for connecting with users via stories, syndication and participation opportunities
- Worked with Agency Partners (Weber Shandwick, Jack Morton, McCann Erickson) and internal client constituencies (IS&S, Legal, Planworks, Divisions) to extend and leverage other GM and Division initiatives to enhance and grow the program beyond the brand-specific objectives
- Conceived brand presence on new media platforms including: Centennial Website, Internal and External Blogs, Content Syndication, Virtual Worlds, Mobile/Wireless, GM History Wiki, Online Games and Online Video Development, Tivo, VOD, Joost, Social Networks (Facebook, others), etc. Videoblogging program generated 1 million views in the first 6 months.
- Lead all project management including managing internal resources, vendors, partners and clients for the specific digital extensions of the Program

Program Manager

United States Army

- Lead all project management and web operations efforts for the United States Army (www.goarmy.com) account across McCann Worldgroup
- Supervised integrated Direct Marketing, Infrastructure, Interactive Media, and Direct Mail campaigns
- Managed client on global web and infrastructure issues, managed army internal technology development, agency creative, print studio and production personnel to deliver projects. on-time and on-budget
- Delivered projects on time and budget (how big) to meet client's 2006 recruiting goals
- Project Managed the Webby Award winning Army Strong microsite (goarmy.com/strong) that launched with the new brand campaign

INDELIBLE

7/2004 – 3/2006

MAC Cosmetics, Sony Electronics, JetBlue, Clinique, ABC Television, Chanel, Citigroup, Country Music Television, The Related Companies, David Yurman, Perry Ellis, AOL

- Lead on all client management, strategy, information architecture, project management, resource allocation and technology solutions (internal and client)
- Supervised teams in the strategy, development and deployment of website, CDROM and Video projects
- Developed all major client proposals/estimates and edit all producer-written proposals for smaller projects

Executive Producer

The BlackRock Group

Partner

2/2003 – 9/2004

- Grew and managed a family-owned firm specializing in IT Support and Operations including desktop support, cabling, network design and management, network security, IT and telecom outsourcing, WiFi, VOIP, hardware inventory services, digital asset management (software, licenses, warranties, support, contracts) and telecommuting solutions for small and mid-sized businesses in the tri-state area)

Viaduct

Consultant, Executive Producer

11/2000 - 1/2001

Hewlett-Packard

- Provided sales engineering for a start-up consultancy specializing in Wireless application development and database-driven solutions. Leveraged start-up, advertising, media and technology experience in day-to-day development of projects, proposals and client prototypes

Medicalrecords.com

Consultant, Executive Producer

8/1999 – 6/2001

- Supervised development of the back-end, medicalrecords.com website build, interface development as well as pitch and investor meetings

Deutsch

Director of Interactive Production

1/2000 - 7/2000

IKEA, Brinks Home Security, BankOne, Publishers Clearing House, Zyrtec, Zoloft, Dominos Pizza, Lenscrafters

- Managed production staff and their teams responsible for website, e-commerce, interactive marketing, and new business development

OgilvyInteractive

Executive Producer, Partner

11/1998 - 1/2000

Ford Motor Company, GTE, Jaguar US, Arthur Andersen, Contentville

- Supervised multiple teams responsible for website, Intranet, e-commerce, CRM, interactive advertising sponsorships, analytics and CD-ROM development

Grey Interactive

Manager, Media Technology

3/1998 - 11/1998

Dell Computer, AutoByTel, and Proctor & Gamble: Millstone, Covergirl, Pringles, Bounty

- Determined media and technology requirements involved with interactive advertising, sponsorships and campaign execution, from Rich Media through ad-serving and tracking

Interactive Producer

- Directed and maintained day-to-day production of website and interactive advertising projects for Dell.com

K2 Design

Interactive Producer

9/1996 - 3/1998

Waterhouse Securities webBroker, American Express, Sumitomo Corp. of America, ToysRUs.com, MCI, AOL

- Initiate, direct, manage and maintain the day-to-day production/maintenance of digital and print projects

Production Manager

- Managed and scheduled a production staff of artists, programmers and coders including resource management, vendor management, pricing, deliverables and production scheduling

Internet Tradeline

Assistant Production Director

9/1995 - 9/1996

- Managed day to day activities of Production Department, including designers, JAVA & ORACLE programmers, HTML coders, data entry personnel, and support staff

EDUCATION

Fordham University, 1994

B.A. History

PROFESSIONAL MEMBERSHIP

Social Media Club, The Internet Oldtimers, WWWAC List Member, VRM Steering Committee (Berkman Center @ Harvard University)