

Tyler Stavola

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EXPERIENCE

Unisfair, New York, NY

September 2009 – Present

Event Producer

- Oversee production through the full life cycle of a virtual event: pre-event promotion and digital marketing, live user experience and customer support, and post event analytics
- Produce simultaneous virtual events occurring in multiple time zones for American, European, and Asian clients (IBM, Career Builder, Oracle, Cisco, EDC)
- Manage the overall event process for each client, coordinate content delivery and event production schedule utilizing Salesforce and Central Desktop
- Responsible for clients' promotional website, adding keywords and metadata, social media integration, and email marketing campaign
- Update and maintain live day broadcasting schedule for clients' events and distribute to team weekly
- Create and execute webcast recordings, live day broadcasts, and live video streams
- Responsible for QA of all client editorial content and media assets before integration with newly created virtual environment
- Lead training sessions for client team personnel in using Unisfair platform and engaging their customers
- Train colleagues in Unisfair's internal CMS platform, including webcasts, broadcasts, micro-sites, email blasts, troubleshooting, and technological support
- Enhance internal CMS platform by submitting improvements for each new version release

A&E Television Networks, New York, NY

March 2007 – February 2009

Advertising Sales Web Producer

- Worked across all AETN brands and external vendors to handle design, development, implementation and QA of ad supported programs (i.e. partner pages, co-brands, games)
- Worked with marketing, ad sales, programming, E-commerce, IT departments, and external vendors to implement sweepstakes, exhibits, micro-sites and other custom content
- Liaised with digital distributions to fulfill online graphic and promotional requirements for our outside affiliates (I-tunes, MSN, X-Box, Joost, Hulu)
- Designed Information Architecture (i.e. page flows and wireframes) for micro sites and promotional projects
- Designed pre-sale mock ups for ad sales initiatives
- Created and edited pages within CMS tool (Team site) for the on air marketing website
- Ensured accurate project schedules and team adherence to deadlines and milestones
- Provided timelines and due dates for production of custom elements to sales team
- Worked with ad operations in scheduling ad campaigns to ensure fulfillment goals
- Monitored success of projects and made adjustments to meet goals throughout lifecycle
- Participated in strategic editorial content meetings in the planning and brainstorming process

Junior Web Designer

- Designed all-new micro-sites for AETV.com and updated preexisting sites to the new seasons look and feel (Dog the Bounty Hunter, Sopranos)
- Created promotional graphics throughout History.com, A&E.com, Bio.com to highlight special programming dates and events
- Created and edited pages within CMS tool (Team site)
- Made day-to-day technical changes (CSS, HTML, XML) to existing micro-sites within the AETN branded websites, along with Image and photo manipulation (Photoshop, Fireworks)

EDUCATION

Quinnipiac University, Hamden, CT

September 2002 – May 2006

Bachelor of Arts in Interactive Digital Design, May 2006

SKILLS

Adobe: Photoshop, Illustrator, InDesign, After Effects, Flash, DreamWeaver, Fireworks

HTML, XML, CSS, CSV

Microsoft Office: Excel, Word, PowerPoint, Outlook