

Blaine Roderique

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Professional experience

Project management	<p>Directed small to medium-sized teams to the successful completion of various web-based projects.</p> <p>Responsible for projects including strategic development, task analysis, quality assurance and maintenance.</p> <p>Experience writing and editing a wide range of documentation including site maps, use cases, user scenarios, page schematics and schedules.</p>	Web development	<p>Managed the initial launch and redevelopment of websites for ACM SIGGRAPH, AOL Time Warner, Kresge Foundation, Oxygen Media, Pfizer, Sirius Satellite Radio and University of Michigan.</p> <p>Developed interactive and creative production processes with internal and external groups.</p> <p>Web developer responsible for the completion of editorial and marketing efforts for RealSimple.com.</p>
Marketing	<p>Delivered integrated brand experiences for clients like Absolut Vodka, Doctors Without Borders, Kmart, Orbitz.com, NuStep and Pfizer.</p> <p>Projects included website redesigns and online advertising campaigns.</p> <p>Produced award-winning campaigns – Cannes Cyber Lion Gold, One Show Interactive Silver Pencil, NY Addy Award and Ann Arbor Addy Award.</p>	Content management	<p>Led the development, testing and implementation of content management systems, breaking news email for The New York Times and other media organizations.</p> <p>Produced nightly, breaking news, and multimedia content for on the Web. Also, edited and produced long-term web projects.</p> <p>Edited and produced content from freelance and third party sources.</p>

Professional positions

JSTOR | jstor.org | Platform Product Manager | June 2010-Present

Managed internal stakeholders and remote external development teams to the successful launch of a new eCommerce application providing subscription and content purchase workflows for both institutional and individual customers. Used data-driven product development process to identify needed new functionality and issue management. Expanded user content access including free, limited usage and expanded sales models. Led multi-disciplinary team to select and implement site-wide web analytics package (Adobe SiteCatalyst).

Q LTD | qltd.com | Director of Emerging Media | May 2007-June 2010

Simultaneously delivered and managed small teams implementing digital solutions for Q LTD's mix of global corporations, start-ups and academic customers. Projects included custom website and application development, website redesigns, social media outreach and advertising efforts. Led a successful new business process for digital projects – these projects accounted for over half of Q LTD's total revenue.

Selected Clients: ACM SIGGRAPH Consumers Energy Terumo Cardiovascular
 The Ark The Kresge Foundation Yale University
 Clark Hill NuStep University of Michigan

MediaSpan | mediaspangroup.com | Product Manager, New Media | October 2004-May 2007

Directed the development of a comprehensive content management system for local media companies. Product line automates the migration from print editorial, advertising, circulation and production front-end systems to the web while providing flexibility for web-only features. Revamped the sales, installation, training and customer service procedures. Wrote product documentation and improved quality assurance processes. Educated customers on new media, editorial and advertising best practices.

TBWA\Chiat\Day | tbwachiat.com | Interactive Production Manager | April 2000-May 2001

Developed interactive production, usability and creative development processes. Worked with TBWA\ on worldwide initiatives including heuristic and usability evaluation methodologies. Delivered cross-media brand experiences for agency clients. Projects ranged from banner, interstitial and email campaigns to website development. Produced award-winning banner campaign for Doctors Without Borders – Cannes Cyber Lion Gold, One Show Interactive Silver Pencil and New York Addy Award.

Selected Clients: Absolut Vodka Doctors Without Borders Kmart Sci Fi Channel
 Barnes & Noble NYC Public Schools Orbitz

Oxygen Media | oxygen.com | Production Manager | September 1999-April 2000

Responsible for the launch, daily production and continued enhancement of two websites – O2 Simplify and Oprah Goes Online. Each site was designed, developed and launched within three-month timeframes. Managed relationships with multiple technology partners and consultants.

New York Times | nytimes.com | Product Manager | November 1998-September 1999

Managed the selection and integration of an Open Market content management system. Collected feature requirements from users, conducted software and integrator analysis, developed the product plan and schedule for integration. Additionally, managed the development of editorial-based products – bulletin email and wire system integration.

New York Times | Producer, New York Today | December 1997-November 1998

Point of contact for content and technology partners – New York Times, Zip2, Manhattan User's Guide and freelancers. Major participant in the development, testing and integration of content management system. Edited and produced Real Estate section of website.

New York Times | Producer, New York Times | June 1996-December 1997

Produced nightly news content for all sections of nytimes.com. Wrote and edited breaking news section of website. Developed special multimedia packages and sections for website. Managed one of two fee-based areas, Diversions, which consisted of crossword and other puzzles from both the weekly paper and Sunday magazine. Created production process for digital video and audio.

Consulting

Blaine Roderique, LLC

Worked with clients to deliver a variety of project needs.

Selected Clients: ClearRiver Advertising Griffith Leadership Center University of Michigan

AOL Time Warner | realsimple.com | Web Developer | December 2000-July 2003

Produced the monthly website RealSimple.com from both original and magazine content. Worked with consumer marketing and editorial staffs to add functionality and more closely integrate website with offline efforts. Managed third-party consultancy during transition to a Vignette StoryServer-based content management system.

Sirius Satellite Radio | sirius.com | Senior Web Producer | March 2002-August 2002

Created and executed project schedules, estimates, and reports. Led multi-disciplinary team to redesign the consumer-oriented website. Wrote all project documentation, including site maps, use cases, user scenarios, and wireframes.

Deutsch | deutschinc.com | Producer | June 2001-September 2001

Managed the relaunch of the website for the Pfizer allergy medication Zyrtec (zyrtec.com). Liaison between the Account Management, Creative and Technical staffs.

Education

School of Informatics | Indiana University, Bloomington, IN

Masters of Science, Human-Computer Interaction

Courses taken included HCI Design, Interface Design for Information Systems and Informational Graphics

School of Information Systems | Pace University, New York, NY

Graduate studies, Information Systems

Courses completed included Systems Analysis and Database Analysis

School of Journalism | Indiana University, Bloomington, IN

Bachelor of Arts in Journalism and Political Science

Teaching

Indiana University, Bloomington, IN | March 2002-August 2003

Multimedia Arts and Technology, Associate Instructor

Organizational Informatics, Associate Instructor

Visual Communications, Instructor & Associate Instructor

Reporting and Editing, Web Design Instructor

Foundations of Journalism, Associate Instructor

Volunteer

Canine Assistants | canineassistants.org | Noah's Team Leader

Canine Assistants trains and provides service dogs for those with physical disabilities. Team Leaders raise public awareness by organizing community outreach programs, attending special events and fund-raisers.