

BRIAN TUOHY

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Objective: To be involved with a team of developers, designers, and explorers, all working collaboratively to define the interactive experience for users of online and mobile technologies around the world.

CORE COMPETENCIES

- Thinking Innovatively
- Understanding Technology
- Finishing On-Time and On-Budget
- Solving Problems
- Maintaining Focus
- Building, Maintaining and Leading Teams
- Creative Brainstorming and Thinking
- Multi-Tasking

PROFESSIONAL EXPERIENCE

CDMG, Inc.

Torrance, CA

Mid-sized national advertising agency

Online Director

August 2011 – Present

- Develop online content for CDMG’s entire client list
- Involved in every aspect of development and implementation of online and mobile products. from concept to launch.
- oversee the Development Department and collaborate with Account Executives to produce effective results.
- Monitor analytics to improve performance of future initiatives.

CornerBlue, Inc.

Santa Monica, CA

Mobile Advertising Start-Up

Creative Director

Feb 2011 - August 2011

- Responsible for design and coding of all client mobile applications.
- Worked with clients to develop best mobile experience for consumer.
- Sought out and utilized latest mobile technologies and standards.
- Developed cross platform standards for Android, Apple and Blackberry OS.

Gannett Co., Inc.

McLean, VA

National Media Group

Regional Web Developer

May 2009 - March 2011

- Provided direction, support and solutions for all aspects of web/mobile based systems for multiple station locations within the Gannett Broadcast division including:
 - Product development,
 - Product integration,
 - Project implementation,
 - SEO optimization,
 - Analytic discovery, and
 - Daily training and support on website and mobile products and projects.

Director of Innovation, Gannett Division: ABC News10 June 2008 – May 2009

- Initiated strategies for growing on-air, online, SMS, email and mobile products audiences.
- Created the “Innovation Room” for weekly trainings in all technologies and strategies available, currently use or possibilities for the future.
- Created a companywide “Viral Marketing” strategy that used every employee’s social media skills to push content to new media outlets.
- Worked with News, Promotions, Sales, IT, Engineering and Business to use the technologies and services available to to their fullest, helping to bridge the gap that occurred with different departments.

Sales Creative Director, Gannett Division: ABC News10 November 2005 – June 2008

- Managed a team of two creative producers in the development of online sales related products and services for News10 and News10 clients.
- Reorganized the way content was created for clients, introducing new technologies and strategies that gave our clients a clear advantage in on-air, online, mobile and SMS, advertising strategies for the News10 demographic.
- Introduced rich media online campaigns to News10 and shared these with other Gannett affiliate properties around the country.

EMC Advertising
National Advertising Agency

Sacramento, CA

Producer November 2003 – November 2005

- Produced “direct response” television spots for over 50 clients in 80 markets nationwide.
- Involved in all aspects of production; audio, video, animation, editing, motion design, media and talent direction on all nationally aired commercial spots and online campaigns.

Ultimation, Inc.
Video Game Production Company

Petaluma, CA

Media Director April 1997 – February 2001

- Oversaw the development of all 3D assets, 2D interface design, and special effects.
- Project management over all aspects of game production.
- Directed and engineered all audio and video creation.
- Directed localization into Spanish, German, and French.
- Oversaw the creation of period music for the games.

Games Shipped:

- Silent Hunter II (Ubisoft)
- Destroyer Commander (Strategic Simulations)
- Harpoon IV: (Ubisoft)
- Panzer Commander: (Strategic Simulations)

Elliott Portwood Productions
Video Game Production Company

Petaluma, CA

Producer

February 1994 – February 1997

- Shuffle Puck II
 - Art director for the video game production
 - Managed the creation of the interface design as well as the 8 3D characters and environments.
 - Responsible for all art assets, including SFX and music development.
- Morgan and The Trouble with Cheese
 - Directed and engineered all audio elements, SFX as well as localizing the video game to Spanish, French and German.
- Marty The Mouse
 - Recorded and edited all audio elements for this Maxis Entertainment children's video game.
 - Directed and engineered 8 actors to create the main characters: the crow, frog, Marty mouse, father mouse, mother mouse, sister mouse and narrator.
 - Created and edited all SFX for the game and optimized for CD delivery, as well as directing the localization for Spanish, French and German.
 - Worked closely with outside composers to create the game music. In addition, I had the pleasure of writing and recording three original songs for this game.

Games Shipped:

- Shuffle Puck II
- Morgan and The Trouble with Cheese: Maxis - Follow up to "Marty the Mouse This video game sold over 100,000 units.
- Marty the Mouse: Maxis-This project was a voice activated children "edutainment" game. This popular video game sold over 100,000 copies.

TOOLS OF THE TRADE

Graphic design knowledge: Adobe CS5 Master Collection

Motion design knowledge: Adobe CS5 Master Collection, Motion, Final Cut Pro, Avid

3D: Lightwave, Maya

Interactive design knowledge: Adobe CS5 Master Collection, actionscript, Xcode, HTML5, CSS3, .NET, JavaScript, JQuery Mobile, Sencha Touch, Titanium, DVD Studio Pro

Music Creation: Digital Performer, Reason and Record, Sound Track Pro

Vendor knowledge: Brightcove, Akamai, Adtech, Exact Target, WSI, LiveStream, AnyStream, Omniture, Google Webmaster Tools, Facebook API, Twitter API, Pointroll, Real Media, Constant Contact, Campaigner.

References available upon request.