

# RESUME - ELLEN TUCKETT

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## PROFESSIONAL SUMMARY

Fifteen years experience in web/digital project management and hands on interactive, user-centered design expertise:

## PROFESSIONAL EXPERIENCE:

**CONEDISON SOLUTIONS** Valhalla, NY 2008 – Present

### Web & Digital Media Manager

#### Key Roles: Web & Digital Media Manager, Creative Lead on Redesign of Corporate Website

- Leads, manages and executes the architecture, visual design, content creation, and development processes for the redesign of the ConEdison *Solutions*' energy services web site.
- Initiated, launched and manages company's social media presence on the web. Possesses a thorough understanding of social media universe. Conceived and developed company's Facebook and Twitter profiles, YouTube Channel and presence on StumbleUpon, Delicious, Digg, Reddit, Flickr, Forums, and blogs

**GENERAL ELECTRIC, GE CAPITAL** Norwalk, CT 2006 – 2008

### Senior Graphic Designer (Interactive Project Manager)

#### Key Roles: Interactive Design and Development, Project Management, Cross-team Collaboration

Project managed highly visible digital media projects and programs. Designed and produced all areas of web and interactive solutions. Collaborated with different business units to visualize and execute interactive concepts. Filmed, edited and produced digital video. Implemented and distributed online video and streaming media.

**Awards & Honors for Digital Projects:** Received 4 GE Impact Awards. In first 5 months of 2008, Recognized for innovation, commercial excellence, imagination and exceeding expectations:

1. **Innovation:** Invented and designed interactive web applications combining video produced in-house and synchronized financial presentations. **Resulting** in a cost effective solution to deliver current and exclusive market intelligence to external customers, and used as a sales tool by global sales force.
2. **Commercial Excellence:** Conceived and executed an on demand interactive training tool for employee integrity campaign, which became a best practice for other GE businesses units, decreasing travel time and expense of training instructors
3. **Imagination:** Initiated, developed and launched a portable in-house digital video recording/production studio to create internal and external video communications which reduced production time by 80% and out of pocket cost by at least 90%.
4. **Exceeded Expectations:** Filmed and produced corporate video e-communication of an offsite Senior Leadership Event. New corporate video e-communication received 35% more page views than previous e-communications without video.

**THOMSON LEARNING**, Stamford, CT 2004 – 2006

### Web Site Manager

#### Key Roles: Managed Web Communications and Branding, Usability Testing and Site Prototyping.

Created, executed and communicated web site branding standards and guidelines for corporate website. Managed interactive web development projects from conception through usability testing and production.

- Project managed and implemented Google Search Appliance on corporate website, which drove and increased web traffic to online catalog by 20% and improved overall online experience.

- Created, executed and communicated web site branding standards and guidelines for corporate website. Managed interactive web development projects from conception through usability testing and production.

**PURDUE PHARMA**, Stamford, CT 2000 – 2004

**Web Content Manager**

**Key Roles: Managed Teams, Web Content, and Streaming Media Technologies for pharmaceutical company.**

Managed projects for 8 corporate Internet sites, and over 40 Intranet sites. Hired, trained, and supervised web content developers, consultants, and interns. Interfaced with internal teams and 3rd party agencies to analyze and interpret Internet/Intranet project scope, requirements, and priorities.

- Conceptualized and promoted use of company intranet navigational template to internal clients which reduced time, effort and cost of intranet site development.
- Introduced web casting technology and managed company multimedia streaming video “IPTV” broadcast intranet site which introduced global reach for communicating major company announcements.
- Produced and promoted streaming media training presentations on “IPTV” broadcast intranet site which reduced training costs for the Finance, Travel and Procurement departments.

**ACHIEVEGLOBAL**, Stamford, CT 1998 – 2000

**Art Director**

**Key Roles: Multi-Project Management, Quality Assurance, Vendor Relationship Management**

Oversaw creative direction and production management of multi-lingual global training materials and sales tools. Managed graphics department staff, sourced and managed remote freelance designers.

- Developed project management templates which clarified business objectives between editorial, design and production departments creating cohesiveness and improving team performance.

**TOWERS PERRIN**, Stamford, CT 1997 – 1998

**Graphic Designer**

**Key Roles: Multi Tasking, Graphic and Web Visual Design, Print Production Management**

- Created, designed and managed graphic projects from initiation to completion
- Trained and supervised junior designers

**Design & Development Skill Set (Mac & Windows OS):**

- HTML, CSS, Java Script, Action Script, XML, RSS, XHTML
- DreamWeaver CS5.5, Fireworks CS5.5, Flash CS5.5 Professional
- Photoshop CS5.5, Illustrator CS5.5,
- QuarkXPress, InDesign CS5.5,
- Premiere Pro CS5, After Effects CS5, Final Cut Pro 7
- Video Digitizing/Editing/Encoding
- Streaming, Podcasts, Web Casting

**Online Marketing & Software Expertise:**

- Social Media Marketing
- Google Analytics
- Omniture SiteCatalyst (Web Analytics)
- Webtrends (Web Analytics)
- Sitefinity (Content Management System)
- Salesforce.com

- Google Adwords
- Constant Contact Email Marketing

#### **EDUCATION / TECHNICAL CERTIFICATIONS**

**Masters of Science:** Information Technology, Sacred Heart University, Fairfield, CT - January 2012

**Technical Certifications:** Interactive Media; Web Development; E-Commerce and Information Technology

**Bachelor of Science:** Political Science, Charter Oak State College, Farmington, CT

#### **PORTFOLIO / WORK SAMPLES:**

##### **Portfolio websites:**

<http://www.ellentuckett.com>

##### **Video Work Samples:**

[http://www.gelending.com/video/gerates\\_video/may\\_gerates\\_video/v3load\\_may\\_gerates\\_movie.html](http://www.gelending.com/video/gerates_video/may_gerates_video/v3load_may_gerates_movie.html)

[http://www.gelending.com/podcasts/gecf\\_audioplayer/v5gecf\\_cfspodcasts.html](http://www.gelending.com/podcasts/gecf_audioplayer/v5gecf_cfspodcasts.html)

##### **Corporate Websites:**

<http://www.gelending.com>

<http://www.gecorporatelending.com>

##### **Social Media Corporate Profiles:**

<http://twitter.com/ConEdSolutions>

<http://www.facebook.com/conedsolutions>

<http://www.youtube.com/user/ConEdisonSolutions>

##### **Business Websites:**

<http://www.stevfishes.com>

<http://www.logicmindwebdesign.com>