

Andy Ives

Senior Integrated Digital Producer

Portland, Oregon

andy@alumni.unc.edu

PROFESSIONAL EXPERIENCE

Senior Interactive Producer (Remote)

June 2016 – February 2017

Grow, Norfolk, VA

- Managed production of all digital advertising for 2016 Q4 and 2017 Q1 product launch of the Google Home — Google's voice activated speaker. Including 150+ HTML banners ads, mobile + desktop rich media ads, website takeovers, a YouTube masthead, and a full on-location photoshoot of all assets used across product launch, 2016 Holiday campaign, and Google Home Super Bowl 51 campaign.

Product Director

November 2015 – March 2016

Smashing Boxes, Durham, NC

- Managed the production, design and development of iOS and Android applications, rebranding campaigns, responsive websites and full web apps using Agile and Scrum frameworks.
- Developed full digital brand strategies and go-to-market plans for large companies and small startups with consumer and B2B product offerings.

VP, Product Development

January 2015 – October 2015

Next Glass, Wilmington, NC

- Oversaw product development, branding, design, marketing, strategy and production of all products at Next Glass including a beer and wine inventory management system, bottle imaging pipeline, business-to-consumer web app, consumer and business external websites and the consumer-facing Next Glass iOS and Android applications.
- Managed iOS and Android development teams, the product design team, and oversaw the complete rebranding and redesign of both iOS and Android applications from the ground up in a four month sprint.

Interactive Producer

December 2011 – January 2015

McKinney, Durham, NC

- Interactive Producer on Travelocity, Sherwin-Williams, Nationwide, ESPN, Mizuno Running, Royal Canin, Meijer, and CenturyLink clients.
- Managing the production of large e-commerce websites, social media campaigns, responsive micro-sites, interactive web apps, a full-service food truck, digital out-of-home installations, new business pitches, online contests, and live experiential product launches.
- Responsible for project scoping, discovery, wire framing, prototyping, digital consulting, schedules, estimates, budgets, communicating and decoding technical jargon, assuring clients, wrangling vendors, overseeing complex partnerships, and exercising fine-tuned judgement to deliver the best work for our clients.
- My favorite project was being photographer, digital content creator and lead producer for the Travelocity Roaming Gnome's social media accounts @RoamingGnome on Twitter and Instagram.

Associate Interactive Producer

September 2009 – December 2011

McKinney, Durham, NC

- Managed the day-to-day production of banners, rich media campaigns, landing pages, microsites, websites, in-game advertising campaigns, digital in-stadium billboards, website takeovers, and new business pitches.
- Oversaw complex integrated campaigns, trained new hires, managed interns, built strong relationships with vendors, clients, and peers.

Radio Production Intern and Audio Engineer

May 2008 – September 2008

American Public Media's *The Story with Dick Gordon*, Chapel Hill, NC

- Produced more than a dozen radio programs that aired nationwide on National Public Radio stations.
- Researched potential stories, pre-interviewed guests, transcribed tape, conducted recording sessions, selected music for program segments, oversaw composition of new theme music, and managed national syndication of *The Story with Dick Gordon*.

EDUCATION

University of North Carolina at Chapel Hill, 2009

B.A. School of Media and Journalism, Public Relations; Minor, Environmental Science