

## DAVID URBANO / DIRECTOR, DIGITAL MARKETING SOLUTIONS

[urbanodavidr@gmail.com](mailto:urbanodavidr@gmail.com) | [portfolio.vlhfirms.com](http://portfolio.vlhfirms.com) | 732.768.3236

### Summary:

Known as a highly organized connector of creative and technical teams; and for activating large scale digital marketing programs on all size screens for mobile, desktop, digital signage and custom applications. He is a very strategically driven project management executive with over 15+ years of client technology services, online production, platform development and content strategy experiences for over 25 big brands. Most recently independently contracting with Bed Bath and Beyond, David launched and led the digital signage “store of future” content program managing three different production agencies, consulting on touch-screen technology solutions and leading over 20 internal stakeholders.

**Expertise:** B2C innovation, new media content development and application development

**Experiences:** CPG/retail, insurance, healthcare, science, finance, food-beverage and lifestyle.

### Qualifications:

- Omni-channel acquisition, procurement, and technical management experiences
- Staffed and mentored teams and scoped projects for boutique and large agencies \$1-3MM
- Negotiated multiple RFP processes, legal for social engagements and global contests
- Developed CRM and event programs, email campaigns and online video content
- Managed global programs and production on behalf of Kodak, UPS and IBM
- Dozens of C-Level client services management and agency production relations
- Produced programmatic, network, paid, owned and earn media strategies
- Developed and produced social content strategy and brand editorial content programs
- Managed enterprise systems, system administrators, mobile and open source developers

Jan 2016

### **Bed Bath & Beyond, Inc. Union, NJ**

Aug 2016

### **Content Director and Technical Consultant (Contract)**

Led and managed three different production agencies and re-imagined the brands customer storytelling for their new digital “stores of the future” program; consulted on their new in store touchscreen retail applications: Scan4more, Product Advisor and a Digital Catalog.

Mar 2014

### **VLH Digital + Films, NJ - A content strategy and creative production company**

Present

### **Executive Producer, Director and Founder**

Developed strategic digital content and produced videos and oversaw a design for education portal for small business Groovv Terminal 1 chip technology product on behalf of BNO, produced original video content for Bed Bath & Beyond’s online presence, produced and directed a short documentary for Montefiore Medical Center in Bronx, produced executive interviews and website for Eikos Partners, a data mining company in NYC, along with content and sites for various small business clients and start-ups.

Jan 2013

### **The Vidal Partnership, NYC - A multicultural agency**

Mar 2014

### **Director Digital Strategy and Production**

Produced client digital strategies, researched and procured technical solutions, wrote briefs, directed and managed all digital creative production and developers, developed content plans and editorial calendars, and vetted, contracted and managed new media vendors and managed technical agency outsources production resources.

## DAVID URBANO / DIRECTOR, DIGITAL MARKETING SOLUTIONS

[urbanodavidr@gmail.com](mailto:urbanodavidr@gmail.com) | [portfolio.vlhfilm.com](http://portfolio.vlhfilm.com) | 732.768.3236

### **TVP Clients:**

TD Bank, Rémy Martin, Aaronsinc.com, Optimum Online, Oscar Health Insurance, Digital launch of Powerful Yogurt and Common Ground / MGS a new total market culture agency

### **Remy Martin - Event 360 Brand content case study**

US Digital Strategy and Media Management

<https://www.youtube.com/watch?v=rwIPXyJcmRY>

### **Powerful Yogurt**

#### **Product launch and digital strategy for the first yogurt for men**

Viral video campaign case study:

<https://www.youtube.com/watch?v=RncCHeVaCsw>

Jun 2009  
Nov 2012

### **OgilvyOne Worldwide, New York**

#### **Platforms Group, Associate Director, Project Management**

Managed large cross-functional creative teams and developers, negotiated with specialty vendors and oversaw and produced Ogilvy's Global YouTube channel.

#### **Create or Else Documentary short inspiration series (13 Episodes)**

Creator / Executive Producer / Writer

<https://www.youtube.com/watch?v=kqyLzsm2TsE>

#### **The Search for World's Greatest Salesperson**

Produced and ran the global video contest in 14 countries and 7 Languages

[https://www.youtube.com/watch?v=yIlg5\\_26U5Gc](https://www.youtube.com/watch?v=yIlg5_26U5Gc)

### **Clients:**

DuPont (Global) – Managed application development by Accenture, responsive website and business unit content development

UPS - Produced small business Logistics campaign, media production and digital developers

Nestle - Produced animated series for Raisinets and managed enterprise content portal

Kodak – Produced digital brand assets, social, DOOH and mobile applications

Social@Ogilvy – Managed technology partner and UX for event based website

MetLife – Produced mobile site

Stoli – Produced online media assets and social video content

Produced media and websites for: Sara Lee, Maxwell House, Time Warner Cable Business Class, Novartis, Kraft, Stoli, Sara Lee, Maxwell House and Ogilvy & Mather Worldwide Corporate Communications

2008  
2009

### **Studio, Ilc - Hoboken, New Jersey**

#### **Director of Production**

**Clients:** ESPN, MBIA, Inc. Bond Insurance, Koral Fashion Industries,

## DAVID URBANO / DIRECTOR, DIGITAL MARKETING SOLUTIONS

[urbanodavidr@gmail.com](mailto:urbanodavidr@gmail.com) | [portfolio.vlhfilms.com](http://portfolio.vlhfilms.com) | 732.768.3236

**2006**            **Market Maker Interactive (MMi) / Emerging Media Group (VC)**  
**2008**            Senior Digital Creative Producer

**MMi Clients:** Meredith Publishing, Sleepy's, Skip\*Hop, Latino Vibe Media, TraffiQ.com, Think Music and design and UX and build of Rowdy.com a social network for Nascar racing fans.

**2005**            **Digitas, Inc., New York**  
**- 2006**            **Manager, Interactive Delivery Management**  
**Clients:** IBM On Demand Business, Autonomic and Semantic Super Computing Group, AMEX

**2001**            **Redscope, The Coastal Group, New York**  
**- 2004**            **Digital Producer and Client Services Manager**  
Developed UX for custom B2B shopping carts and CMS systems for home décor industry and real estate microsites where I managed programmers and designers.

### Skills and Knowledge base:

- Experienced presenter, innovator with supervisory experience
- Project staffing and WBS scoping, RFP/contract agreement negotiation, vendor management
- Storyboarding, script writing and best practices illustration to animation
- Adobe Creative Suite, Axure and best practices for digital typography on all screens
- Hands on FCP video editing & best practices AfterEffects, color grading, sound design
- Best practices: UX wire framing, responsive design, users flows and stories, nomenclature hierarchies, taxonomies and search engine optimization creation
- Paid, owned and earned media, brand content publishing and programmatic video buying
- Data schemas: product, purchase flows, and user relational database design
- Social API development, IOS mobile app applications and prototyping
- Best practices WordPress Themes and plugin management, CSS/JavaScript, HTML5
- Open source CMS work-flows and platform development

### EDUCATION:

Rutgers University – BA English  
School Of Visual Arts – Computer Graphic Design  
Rutgers Technology Institute – Flash Animation Course work

### LANGUAGES:

Spanish