

JAMES GILBERT, MBA

PROJECT & PRODUCT MANAGEMENT | DIGITAL PUBLISHING | ONLINE MARKETING STRATEGY



WORK EXPERIENCE

2011
Present

DIGITAL DELIVERY LEAD

Clifton Park, New York

at Cengage/National Geographic Learning

- Manage digital production for National Geographic Learning's K-12 Skills products (\$43M Revenue in FY2018); including online courses, simulations, mobile apps, assessments and multimedia
- Exercise strong project management and communication skills to assure digital products are released on a strict schedule
- Experienced the highest rate of Net Sales growth of all disciplines (70.2%) from 2017 to 2018, in NGL's Agriscience titles
- Parlay extensive knowledge of product development and design to create digital products that are aesthetically pleasing as well as easily navigable
- Early adopter of new product lines to develop best practices and training

2012
Present

PUBLISHER

Albany, New York

at NYS Music

- Manage volunteer staff of over 70 writers, photographers, and editors
- Network with venues, publicists, promoters, and artists to assure access to concerts and festivals, new album releases, and interviews
- Rebranded the website with new logos, slogan, and a responsive design
- Established magazine on Google News
- Spread branding to including NYS Music presents show promotion, festival sponsorships, and partnership with print newspapers
- Grew average unique monthly visitors to over 100K
- Manage the hosting and SQL servers, as well as, all back-end functionality and security for the website, www.nysmusic.com

2006 - 2018

MANAGING DIRECTOR

Clifton Park, New York

at Evolve / JTG Photo

- Provide professional photography services, including concerts, products, events, and real estate. Portfolio available at www.jtgphoto.com
- Teach photography, graphic design, and software applications including Adobe Photoshop, Adobe Lightroom, Microsoft Excel and more
- Deliver a wide range of services including web development and hosting, marketing strategies, and technology services

2001 - 2006

GENERAL MANAGER

Crown Point, New York

at Crown Point Telephone

- Responsibilities focused on Internet service, e-commerce, web development and emerging technologies (non-regulated services)
- Consolidated multiple divisions to make the company sustainable without assistance from the parent company
- Designed and implemented a DSL strategy to a rural market
- Setup Internet streaming for radio station subsidiary

1999 - 2001

DIRECTOR OF OPERATIONS

Watertown, New York

at Geographic Internet Services Company (GiSCO)

- Oversaw daily operations and strategic planning, including customer relations, technical support, new technologies and services, managed staff of 75+, including multiple mid-level managers
- Redesigned and built infrastructure to increase quality of service, reduce overhead costs, and increase other efficiencies
- Secured \$1.7M in state funding to initiate the building of a fiber network, which increased business opportunities, created jobs, and enhanced communication

1997 - 1999

INTERNET PRODUCT MANAGER

Champlain, New York

at Primelink, Champlain Telephone

- Established Internet product lines including dial-up, dedicated, and hosting
- Implemented \$41M fiber optic build from Albany to Montreal
- Hired and trained systems administrators, web developers, & support specialists



WHY ME?

Good Project Management requires more than the necessary technical skills, it also requires effective communication. As an ENTP, I'm a detail-oriented problem solver that understands both the importance of cost control and adhering to a strict schedule. The ability to think outside the box and to use a wide range of tools helps achieve positive outcomes.



EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

University at Albany

BACHELOR OF SCIENCE, PSYCHOLOGY

SUNY Plattsburgh

ASSOCIATE OF SCIENCE, ENGINEERING SCIENCE

SUNY Canton



SKILLS

Communication	● ● ● ● ●
Leadership	● ● ● ● ●
Team Management	● ● ● ● ●
Negotiation	● ● ● ● ●
Personal Organization	● ● ● ● ●
Risk Management	● ● ● ● ●

Adobe Photoshop	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
MS Excel	● ● ● ● ●
MS Word	● ● ● ● ●

Apache Server	● ● ● ● ●
SQL Server	● ● ● ● ●
HTML5	● ● ● ● ●
Microsoft Server	● ● ● ● ●
Scripting Languages	● ● ● ● ●
Wordpress	● ● ● ● ●

JIRA	● ● ● ● ●
Training	● ● ● ● ●
Budgeting	● ● ● ● ●
Analysis	● ● ● ● ●
Contracts	● ● ● ● ●
Trello	● ● ● ● ●

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