



# JAMES GILBERT

EXPERIENCED PROJECT & MARKETING MANAGER



## WORK EXPERIENCE

2011  
Present

- DIGITAL DELIVERY LEAD (PROJECT MGR)** ♥ Clifton Park, New York  
 at Cengage Learning / National Geographic Learning
  - Manage digital media production for online learning, including simulations, mobile apps, testing and multimedia
  - Exercise strong project management and communicate skills to assure products are released on schedule
  - Parlay extensive knowledge of product development and design to create digital products that are aesthetically pleasing as well as easily navigable
  - Early adaptor of new digital product lines to develop best practices and training for other project teams company-wide

2012  
Present

- PUBLISHER/OPERATIONS MANAGER** ♥ 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 concert and festivals, new releases, and interviews for magazine staff
  - Rebranded the site with new logos, slogan, and a responsive web design
  - Established magazine on Google News and grew unique monthly visitors to over 100K
  - Designed, developed and maintained all front-end and back-end functionality, including servers, databases, and security for the website, www.nysmusic.com

2006 - 2017

- MANAGING DIRECTOR** ♥ Clifton Park, New York  
 at Evolve / JTG Photo
  - Deliver a wide range of services including web development and hosting, marketing strategies, product photography, and technology services
  - Teach photography, graphic design, and software applications including Adobe Photoshop, Adobe Lightroom, Microsoft Excel and more

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 \$1.7 million in state funding to initiate the building of a fiber network, which would increase business opportunities, create jobs, and enhance 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 team of systems administrators, web developers, and support specialists.



## EDUCATION

2003 - 2005

- MASTER OF BUSINESS ADMINISTRATION (MBA)**  
 at University at Albany ♥ Albany, New York

1995 - 1997

- BACHELOR OF SCIENCE, PSYCHOLOGY**  
 at State University of New York at Plattsburgh ♥ Plattsburgh, New York

1992 - 1995

- ASSOCIATE OF SCIENCE, ENGINEERING SCIENCE**  
 at State University of New York at Canton ♥ Canton, New York



## WHY ME?

An effective project/marketing manager requires more than the necessary technical skills, they also need effective written and spoken communication skills. I am a detailed-oriented problem solver that understands the importance of cost control, adhering to a strict schedule, and delivering a product that exceeds customer expectations. I have a proven track record of thinking outside the box and utilizing a wide range of tools to help achieve positive outcomes.



## 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	● ● ● ● ●

## CONTACT INFO

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