





HORATIO WARD


MASS MEDIA & DIGITAL
PRODUCTION LEADER

PORTFOLIO: HORATIOWARD.NET

CONTACT

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 Lynwood, IL 60411

SKILLS

- Digital Technology
- Web Design
- Web Production
- Client Management
- Print Production
- Multimedia
- Creative Design
- HTML5
- JAVASCRIPT
- ADOBE CREATIVE SUITE
- Customer Relationship Management
- Process Improvement/Automation
- Quality Assurance
- Project Management
- Cross-functional Teamwork
- SEO
- JIRA
- SCRUM

PROFESSIONAL SUMMARY

Accomplished digital production leader with a robust tenure at EPSILON, where I spearheaded multimedia content projects, driving brand enhancement and marketing revenue growth. Expertise in web design and client management, I excel in fostering cross-functional teamwork and delivering projects with technical precision, ensuring a significant increase in client satisfaction.

EXPERIENCE

March 2015 - September 2022

Manager, Digital Production

EPSILON, Chicago

- Led team of digital producers overseeing 1000s of multi-channel interactive campaigns for agencies largest clients like Walgreens, Old Navy, Banana Republic, GAP, Under Armour, Paccar, Footlocker and ULTA
- Responsible for project planning, budget estimation, forecasting, and vendor management for large scale digital projects.
- Grew agency's digital capabilities through innovative digital projects.
- Developed scope start to finish for all digital projects executing digital media strategies to enhance marketing revenue streams.
- Creating long- and short-term plans, including setting targets for milestones and adhering to deadlines
- Managed budgets and suggested cost efficiencies
- Delegating tasks on the project to employees best positioned to complete them
- Making effective decisions when presented with multiple options for how to progress with the project
- Serving as a point of contact for teams when multiple units are assigned to the same project to ensure team actions remain in synergy
- Communicating with executives or the board to keep the project aligned with their goals
- Performing quality control on the project throughout development to maintain the standards expected
- Adjusting schedules and targets on the project as needs or financing for the project change

Sr. Digital Producer

- Developed timelines for digital projects with prioritization across clients.
- Solved graphic issues in the design process in collaboration with Creative.
- Simultaneously managed digital content output for digital marketing builds pushing work across cross-functional internal production teams.
- Promoted to Sr, Digital Producer, Team Lead

January 2014 - March 2015

Web Developer (Freelancer)

OGILVY & MATHER, Chicago

- Created code for front and back-end of client websites, including testing of code strings, and cross-browser platform issues.
- Supported client design preferences, establishing interactive and dynamic pages to drive traffic and increase engagement across brands.
- Proactively liaised with creative team to formulate improvements to optimize website performance and drive efficiencies.

December 2005 - December 2013

Digital Production Designer

FCB, Chicago

- Successfully produced and managed series of web-based marketing campaigns for highest-revenue regional client, a large national trucking company.
- Managed and prioritized multiple projects simultaneously ensuring timely delivery of client expectations.
- Problem-solution lead in conjunction with Creative to ensure client satisfaction optimization resulting in complete technical accuracy.
- Managed successful digital media campaign increasing brand recognition and market share.
- Managed digital content in tandem with account leads in support of marketing strategies and customer engagement.
- Managed development of creative designs incorporating best in class principles, color theory, and illustrations to ensure visually appealing for clients.
- Collaborated with Creative and clients to understand their design requirements and objectives for packages, advertisements, and marketing materials.
- Participated in creative brief processes, collaborating with clients and team members to understand project requirements and objectives.

Production Artist

- Utilized design software and tools to create visually appealing layouts and designs that align with client branding.
- Produced artwork mock-ups for client review and approval incorporating feedback and revisions as necessary.
- Conducted preflight checks and proofed artwork for prepress ensuring accuracy and readiness for production.
- Promoted to Digital Production Designer

Digital Librarian

- Optimized artwork files and inventory for various printing and production projects with Creative.
- Maintained organized digital content ensuring that creative archives were up to date and easily accessible for future utilization and reference.
- Demonstrated quick creative thinking and problem-solving skills to develop design solutions and attention to detail.
- Responsible for starting and managing client DAM site.
- Promoted to Production Artist

EDUCATION

B.F.A. in Multi-Media Production and Design

International Academy of Design & Technology

Master of Business Administration (MBA)

University of Phoenix