

Christopher Giles

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Profile: Intelligent and creative professional with a talent for listening, identifying needs and finding solutions; thrives under pressure; seeks out challenges; eagerly embraces and advocates change; communicates complex ideas clearly; values continuous learning and sustained quality improvement.

Professional Experience:

Project Management, Multimedia Production, Consulting, Search Engine Marketing 2007 – Present

Manage multiple website development projects; produce HTML, CSS and graphics for client websites; perform search engine optimization; edit & encode video for broadcast commercials & website content; create, maintain and optimize Google AdWords campaigns; develop and refine production workflow.

Filene's & Kaufmann's, Boston MA

1995 - 2006

1998 – 2006

Systems Manager - Sales Promotion

Managed a team supporting 130+ users in departments including Advertising, Production, Imaging, Photo Studio, Business Office, Visual Merchandising, Fashion and Events for a 101-store, \$1.3 billion retailer. Responsibilities included project leadership & management, planning, purchasing, policies & procedures, training and audit compliance across multiple locations.

- Coordinated logistics and communication for a \$1.1 million department renovation, including advance planning, relocation of personnel & equipment, and installation of new network with zero production downtime.
- Developed and implemented streamlined workflows including computer-to-plate (PDF) ad release, digital photography and image cataloging; procedures adopted as "best practices" by parent company.
- Conceived and executed a major reconfiguration of central production server and asset management system with zero production downtime; results included dramatic improvement in stability, reduction in staff hours.

1996 – 1998

Assistant Systems Manager, Advertising

Provided first line of support for 100+ users, including desktop help, production support and training. Migrated department from Camex to Mac production system; developed and documented digital ad release procedures, trained staff.

1995 – 1996

Coordinator, Traffic, Ad Release & Systems Maintenance

Coordinated switchover from paper-based to electronic newspaper ad release; maintained outgoing Camex (SunOS) workstations and servers during transition to Mac systems.

Muscatine Journal, Muscatine IA

1991 - 1994

News Reporter for a daily afternoon paper in a small midwestern city. Wrote breaking news and feature stories. Beats included police, courts, city & county government, school board, local business, entertainment and local interest.

Education:

Stonehill College, North Easton, MA
Bachelor of Arts, Cum Laude
Communication Major, Philosophy Minor

Technical Skills: Google Analytics; Dreamweaver & Flash; Adobe Creative Suite; Final Cut Studio; Drupal Content Management System; Mac OS, Windows (server & desktop); PC & Mac hardware troubleshooting; Quark XPress & Quark Publishing System; Microsoft Office; MediaBank & InterSep OPI; Legato Networker; Lotus Notes; GMG ColorProof; network installation and troubleshooting.