

# GREGORY WILKER

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## PROFESSIONAL PROFILE

Highly creative digital media producer, capable of promoting your brand in unique and exciting ways. Outgoing team leader, who consistently pushes to exceed the expected norm in product delivery, while helping to maintain a positive environment. Strong communicator, who excels at working with management and clients to convert ideas and strategies into project directives, and who has the ability to ramp up quickly with new technologies. An expert at engaging and informing audiences.

- Promotional Strategy
- Team Leadership
- Technical Strategy
- Project Management
- Marketing Strategy
- Viral Strategist

## PROFESSIONAL EXPERIENCE

**2006 – Present** *Independent Contractor*, Mill Valley & Nevada City CA

### Video/Web Producer/Promotions

- Video producer for entertainment and marketing purposes
- Web producer specializing in XHTML, CSS and joining front-end production with middleware and backend
- Promoting theatrical release for feature length films

**2008 – Present** *California Apparel News*, Los Angeles CA (remotely from Nevada City CA)

### Web Master

- Front end & middleware updates
- Project management
- Client relations

**2006 – 2006** *Cumulus Radio, SF*, San Francisco CA

### Web/Video Producer

- Assess, strategize and implement new media sales initiatives for four major bay area radio stations (KFOG, KSAN, KNBR, KTCT)
- Assess, strategize and implement new media marketing and promotional elements for four major bay area radio stations (KFOG, KSAN, KNBR, KTCT)
- Manage day-to-day web development support for four major bay area radio stations (KFOG, KSAN, KNBR, KTCT), providing rapid solutions that increase listening and generate revenue, e.g., contests, interactive marketing campaigns and promotions, using a variety of media sources and code languages
- Manage and create digital content for clients, e.g., streaming pre-roll video, streaming flash commercials and online banners
- Produce and create promotional and sales video projects, delivered in a variety of formats, e.g., embedded flash video, DVD, email attachment files, Windows Media, QuickTime and iPod

- Help assess statistical data and web analytics
- Assist corporate IT in resolving middle and backend functionality
- Created the current bridgetobridge.com site in one day, to be used as a marketing and sales tool for the major 3<sup>rd</sup> quarter cross-station event, *Bridge to Bridge Run*

**2001 – 2006** *Susquehanna Radio Corp.* (a div. of *Susquehanna Pfaltzgraff*), San Francisco CA  
**Web Technician/Developer**

- Managed day-to-day web development support for four major bay area radio stations (KFOG, KSAN, KNBR, KTCT), providing rapid solutions that increased listening and generated revenue
- Produced and created promotional and sales video projects
- Supervised the daily design and coding of the new KFOG.com site, which was delivered on time and under budget
- Developed online piece using Flash and video for a major 1<sup>st</sup> quarter KSAN promotion which increased database membership
- Designed and coded the current KNBR.com site, incorporating the former KTCT brand with the better known KNBR brand
- Worked closely with the Interactive Media director to create and maintain revenue streams from digital content sources owned by the corporation
- Helped establish video as a revenue and marketing tool
- Established a working relationship with Internet Archive for free content hosting

**1999 – 2001** *Aspen Media*, San Francisco CA  
**Web Master**

- Maintained and attended to the daily needs of one of the company's largest ongoing contracts, Susquehanna Radio Corp
- Created and implemented graphics and text into web pages
- Implemented middleware and backend functionality
- Banner ad management

**1995 – 1999** *WIGT Printing*, Mill Valley CA  
**Production and Office Manager**

- Scheduled and tracked print jobs
- Accounts Payable and Receivable
- Customer liaison

**TECHNICAL EXPERTISE**

- Strong understanding of XHTML, CSS, Photoshop, Dreamweaver, and video production
- Working knowledge of JavaScript, Macromedia Flash, Illustrator, Microsoft Office, Accucast, Web Analytics and InDesign
- Proficient in ASP/ASP.net, PHP, ActionScript, Microsoft FrontPage, Database Design and SQL