

TINA KAMALANATHAN

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EXPERIENCE

Arc Worldwide, A Publicis Company – New York, NY

July '05 – Present

Project Manager

- Manage multiple interactive and traditional media projects with budgets of up to \$500,000 from conception to completion on time, in scope and on budget.
- Develop estimates and detailed project plans to define scope and to monitor project lifecycle.
- Facilitate communication among internal and client team members across disciplines and offices (NY, Chicago and SF).
- Coordinate day-to-day workflow among creative, technical & functional resources.
- Identify and manage all client/project assets for use in development and client reviews.
- Develop Statements of Work and Change Orders. Accurately identify and assess scope changes and their impact to the schedule and budget.
- Reconciliation and analysis of projected vs. actual time/budgets.
- Generate monthly project status reports and financial analyses for finance department and client distribution. Work with finance to initiate and complete client billing process.
- Project Highlights:
 - **Kellogg:** Eggo Waffle brand re-initiation of L'Eggo My Eggo campaign. Lead project team in developing innovative two part online campaign including in-banner games and promotional website featuring an online scavenger hunt.
 - **United States Army Reserve:** Worked on-site and remotely with Chicago development team to create and implement the United States Army Reserve intranet and extranet CMS system. Intranet required customization of Sharepoint technology interface and functionality.
 - **Diageo:** Ongoing site enhancements for portfolio site TheBar.com incorporating more presence for each individual brand within Diageo. Development of online email campaign for site registrants.

DFFCO LLC - New Haven, CT / New York, NY

June '04 – June '05

Interactive Consultant & Project Manager

- Consultant for website usability, content management, information architecture and search engine optimization.
- Developed project proposals, estimates and specification documents.
- Implemented a quality assurance process in conjunction with Vice President of Technology.
- Responsible for hiring and managing both in-house and outsourced design and development teams.
- Copywriting/editing, image production and HTML implementation as needed.

Big Brothers Big Sisters SEPA - Philadelphia, PA

June '02 – July '03

District Manager

- Developed and maintained a caseload of 40-75 volunteer/child assignments in Delaware County region.
- Created recruiting material and monthly newsletter for volunteer/child participants.
- Trained and provided support to employees in newly developed "Match Management System" software.
- Supervised matches, planned and promoted events for the region.

SKILLS

- Firm understanding of current web development standards, search engine optimization and online writing techniques.
- Proficient in MS Project, Photoshop, Dreamweaver, HTML, CSS, MS Office XP suite, FTP and the Internet.
- Knowledge of Illustrator, Flash, JavaScript and Director.
- Cross platform capabilities utilizing both PC and Mac software.

EDUCATION

Quinnipiac University - Hamden, CT

May '04

Master of Science in e-Media, GPA: 3.83

- Coursework included: Digital Project Management, Writing for Interactive Media, Web Development I & II, Digital Visual Design, Interactive Authoring and Animation, Producing the Moving Image.
- Internship: WTIC – TV FOX 61/Tribune Interactive

Temple University - Philadelphia, PA

May '02

Bachelor of Arts in Communications, Cum Laude, GPA: 3.65

- Concentration: Journalism, PR & Advertising